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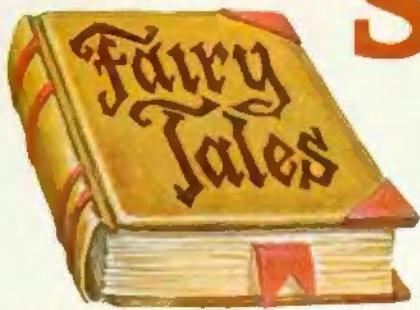


YECH!



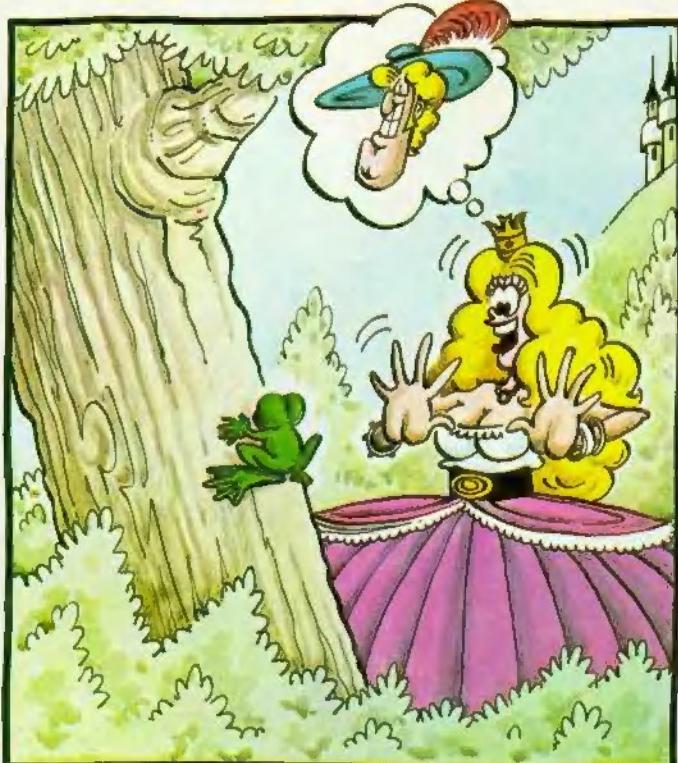
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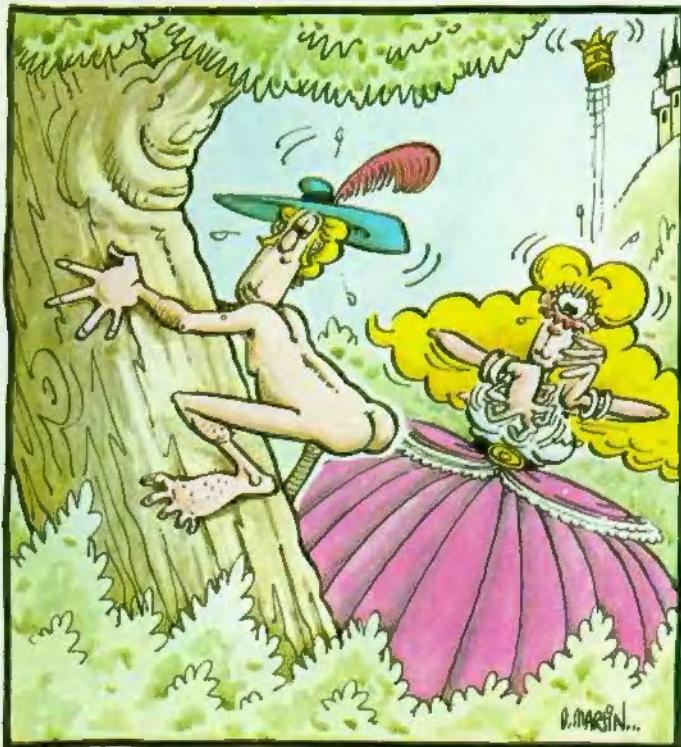
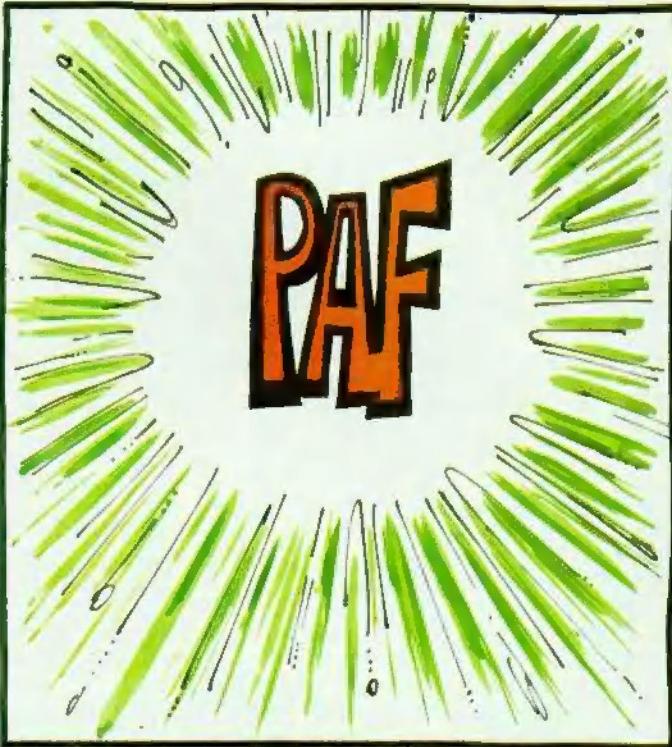


SCENES WE'D LIKE TO SEE

(THE FROG PRINCE)



ARTIST & WRITER: DON MARTIN



NUMBER 180

JANUARY 1976

MAD

"A rolling stone gathers no moss . . . but it always ends up at the bottom of the hill!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, JANET SERPICO,
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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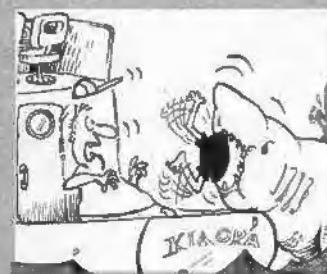
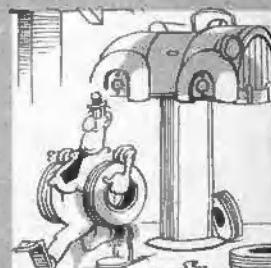
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LETTERS DEPT.



MAD EDITORZ

DAVIS'S TRACKS STARS COVER

Delightful cover by Davis! Micrin Minestrone's gang and Hercules Pirouette's confronting each other is a classic concept, too. I'll pick Sean Connery over James Caan in the preliminaries.

Bud Blake
Damariscotta, Maine

Jack Davis' smashing cover was a tantalizing preview to the marvelous "double feature" inside. MAD has selected the important movies unerringly!

Carol Worthington
Hollywood, Calif.

THE ODD FATHER PART, TOO!

Larry Siegel had great command of his narrative in "The Odd Father Part, Too!" and the tone and sensitivity of Mort Drucker's flashbacks bridged the gap from drawing board to director's chair.

Bruce Hamilton
Scottsdale, Ariz.

Mort Drucker outdid himself with his second "Odd Father" triumph. He portrayed Micrin sullen and alone whether in the press of festive or patronizing crowds, or in his total abject solitude. If anything, Mort heightened the intensity of Al Pacino's screen role.

Jerry Sankovec
Menomonie Falls,
Wisconsin

I'd be curious to know what actor Al Pacino thought of Larry Siegel's masterful "The Odd Father Part, Too!" story...
Ira Matetsky
Baldwin, N.Y.

We don't know about his reaction to the story, but we're sure he looked at the pictures!—Ed.

Mort Drucker did cluster upon cluster of captivating secondary characters. They were a joy to linger over, upon my third reading!

Rodney Smith
Kalamazoo, Mich.

After Sunday dinner, we stayed at the table, family style, digesting Larry Siegel's devastating lines and pointing out Drucker's likenesses of Troy Donahue, Robert Duvall, Talia Shire and Abe Vigoda. Abe Vigoda...?

Robin Scarpitto
Merced, Calif.

Why wait for novelist Mario Puzo and Director-Producer Francis Ford Coppola to do "Godfather III"? Let Larry Siegel and Mort Drucker start without them!

Harvey King
Brooklyn, N.Y.

ONE DAY IN SOUTH DAKOTA

Don Martin's "One Day In South Dakota" was quite ear-regular!

Steve Zegarelli
Utica, N.Y.

Don Martin sure knows how to build up to a monumental gag!

Shawn Fitzgerald
San Diego, Calif.



A Monumental Ear-Regularity

Don Martin's animated clean-up crew on Mount Rushmore reminded me of the busy little Lilliputians swarming over Gulliver. Well, Don Martin always gives me a Swift kick!

Donna Zwerin
New York, N.Y.

THE MAD ECONOMICS PRIMER

Stan Hart's "MAD Economics Primer" is so expressive of today's economic problems, maybe it'll help bring about some change. As for Al Jaffee's draw-it-like-it-is illustrations for the Primer, that's exactly what Russia and Saudi Arabia did to Uncle Sam!

James Tuck
Hialeah, Fla.



That's Exactly What They Did!

Your "MAD Economics Primer" wasn't the least bit funny. It was too revealing and too true to be funny.

Myron Bennett
La Grange, Ill.

LIGHTER SIDE OF GARDENING

Dave Berg had his ear to the ground in "The Lighter Side Of Indoor And Outdoor Gardening". He's all thumbs on any subject. Green thumbs!

Arlene Chapman
Chicago, Ill.

You never know where Dave Berg will sprout up. He's a blooming idiot with a very fertile mind!

Andee Cole
Marina Del Rey, Calif.



Dave Berg, A Blooming Idiot

Very amusing realities about gardening. Gave me a burst of energy to attend to my own overgrown backyard!

Loretta Velona
Maywood, N.J.

MUDDLE ON THE ORIENT EXPRESS

I saw in the papers that Agatha Christie has decided to kill off Hercule Poirot after what Lou Silverstone and Angelo Torres did to him in "Muddle On The Orient Express". Who can blame her?

Tim Dunn
Worcester, Mass.

Engineers Lou Silverstone and Angelo Torres kept the "Orient Express" on the laugh track!

Brendan Kavanagh
Flushing, N.Y.

Angelo Torres and Lou Silverstone committed the perfect crime and there was no visible weapon, as evidence, because I died laughing!

Timothy O. Lane
Baldwin Park, Calif.

ROLLERBALL RECALLS BASEBRAWL

Hey, Clods! Methinks movie producer Norman Jewison was inspired by Al Jaffee's "The MAD Game Of Basebrawl", issue #167. Of course, he added some refinements and called his movie "Rollerball".

Jon Kull
Arvada, Colo.

"Rollerball" will be served up soon by Angelo Torres and Stan Hart.—Ed.

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PLAYING IT FOR SHARK VALUE DEPT.

There's a sick new trend in movies! It started with "Airport", continued with "Towering Inferno", sunk to a low with "Earthquake" and has now reached the depths with the movie that's REALLY packing 'em in, the one about a giant shark that terrorizes a summer community! Yep, it's obvious that people get their kicks out of seeing other people die . . . in every horrible way possible, which includes being . . .

J
A

Well, here we are . . . a bunch of teenagers enjoying a typical Summer night in the typical seaside community of Vomity, Long Island!

It sure is fun sitting on a cool beach, drinking beer . . . smoking pot . . . listening to Rock . . . and making out!

Yeah, but the first thing you know . . . it'll be September and we'll be back in school, and our whole lives'll change!

Yeah! What a drag . . . sittin' in a hot classroom, drinking beer . . . smoking pot . . . listening to Rock . . . and making out!

Maybe you're having fun . . . but I'm bored! Doesn't anything different ever happen on this beach?

Look at Freddy and Brenda . . . running to go swimming nude and then make out in the water!

What's that strange THING out there?!
Yeah . . . and listen to that rich, melodic background music . . . !

Oh, my God, it's horrible! HORRIBLE!

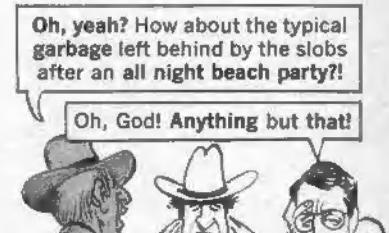
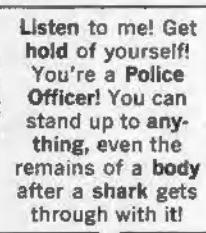
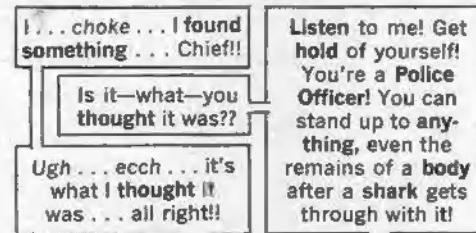
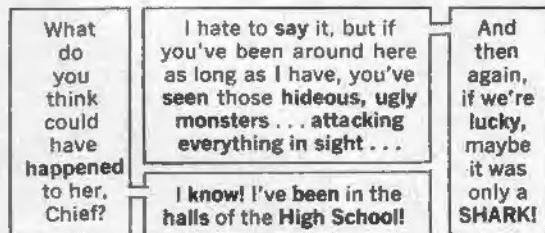
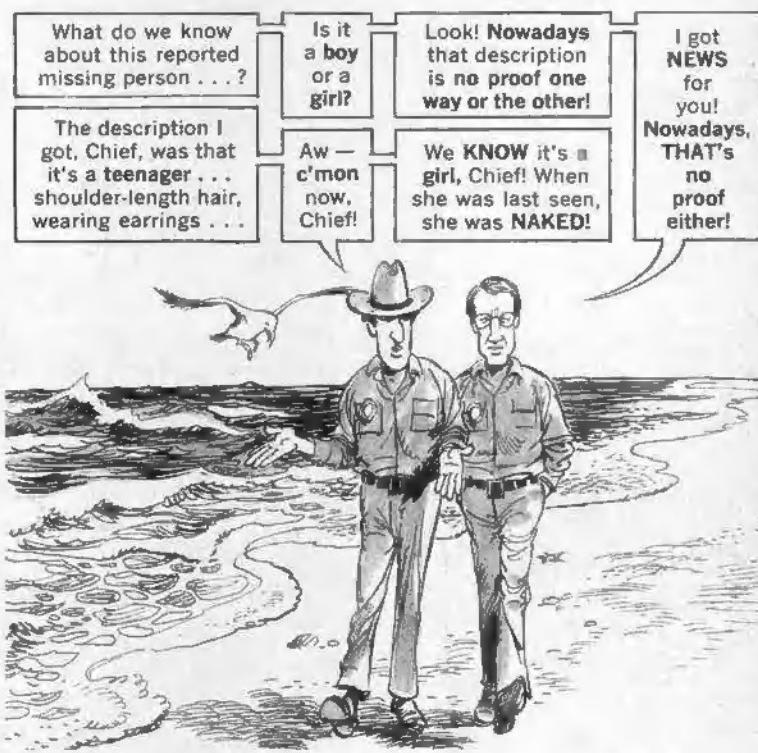
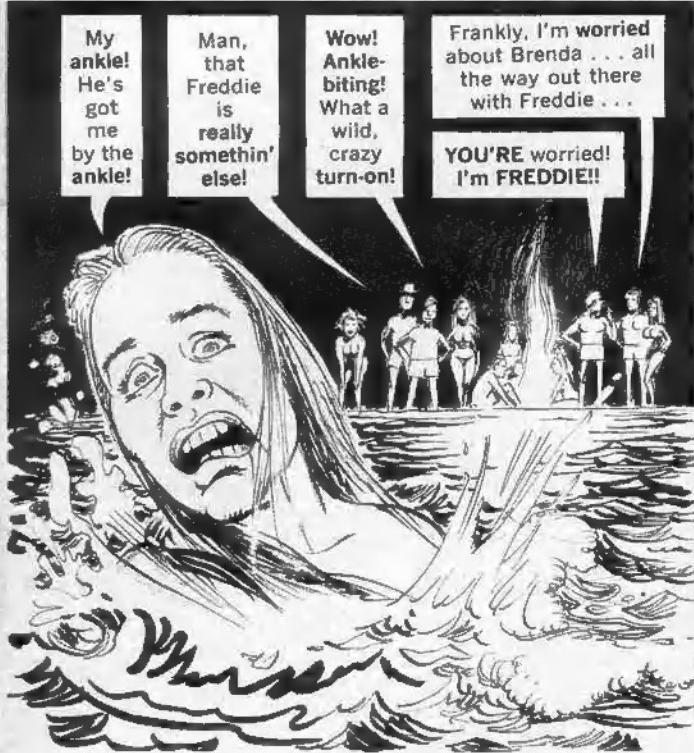
That strange thing out there . . . ?
No—melodic music! I never heard music with a melody before! Quick! Someone turn up that Rock number before I go crazy!

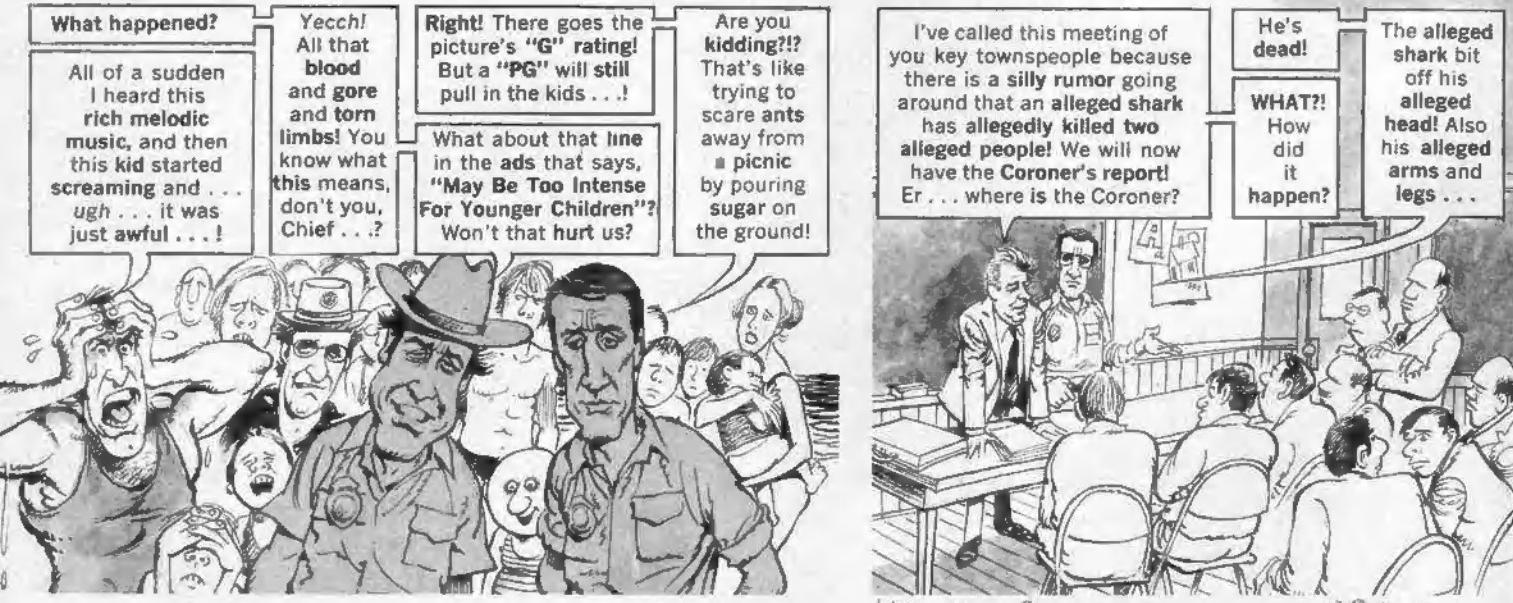


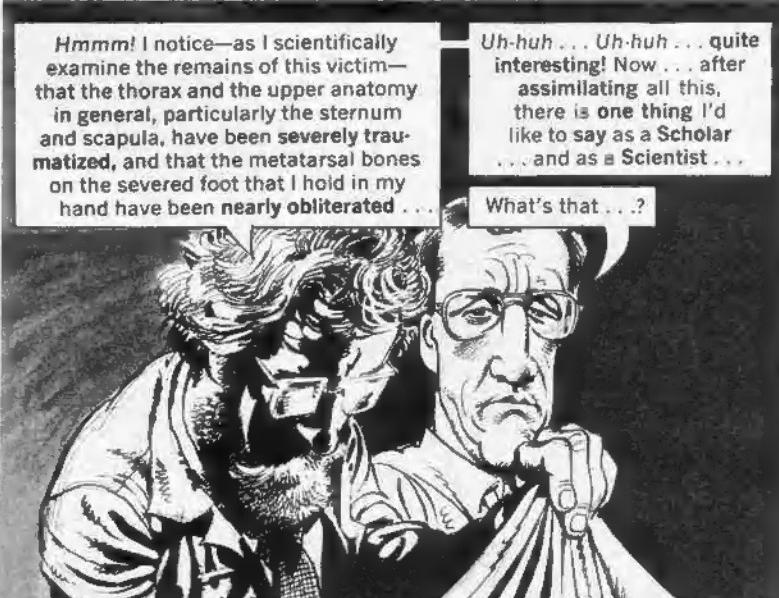
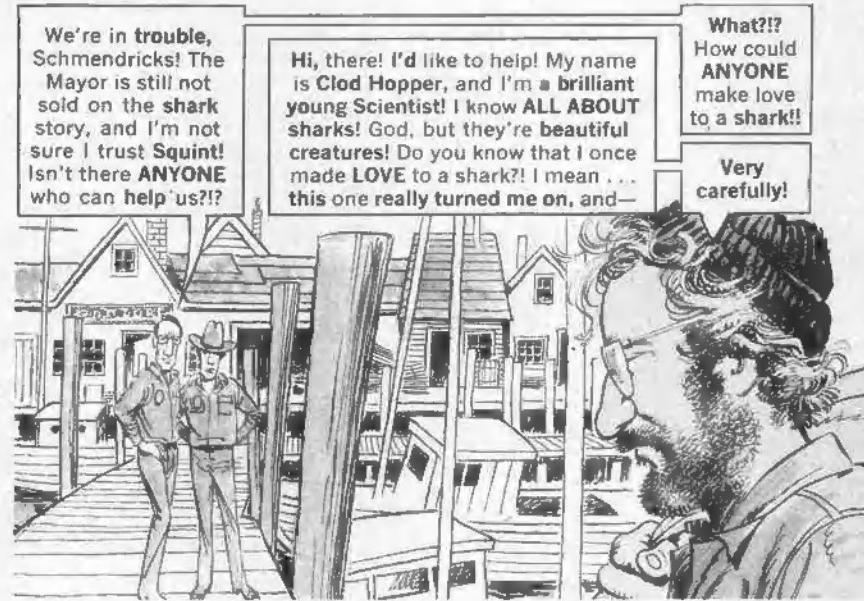
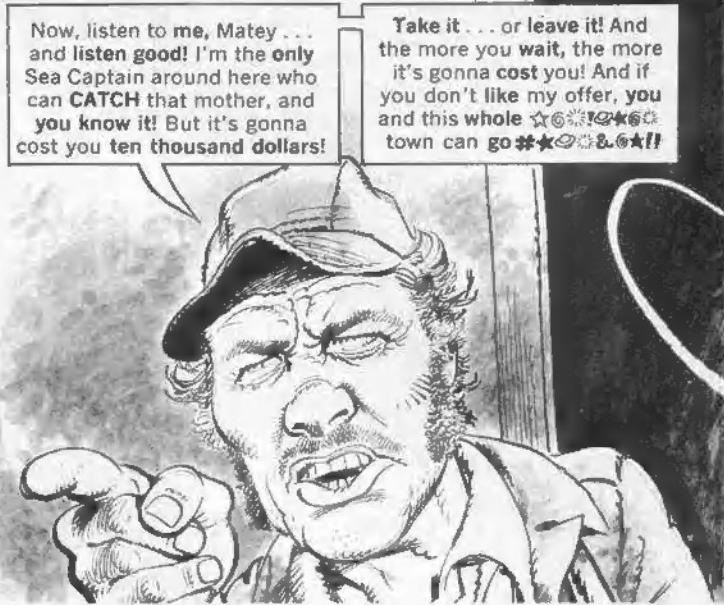
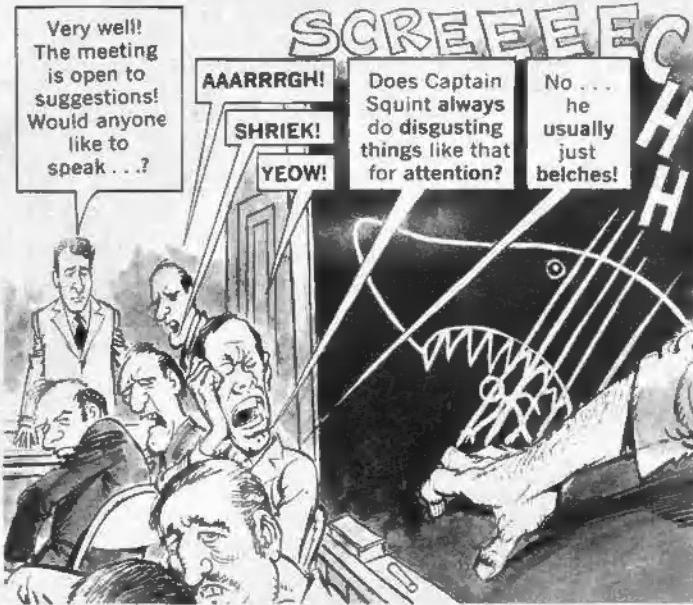
AWWD

ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL







Great news, Chief! My kid and I caught the shark, so your troubles are over!

Incredible! How did you and your kid ever manage to land a fish this size?

Very simple! My kid has this old kite string, see? Well, sir... I bent this safety pin around the string and tossed it into the—

Wait a minute! You expect me to believe that anybody using a safety pin and some old kite string could catch a shark?!

Sure, providing you use the right bait...!

And what did YOU use for bait?

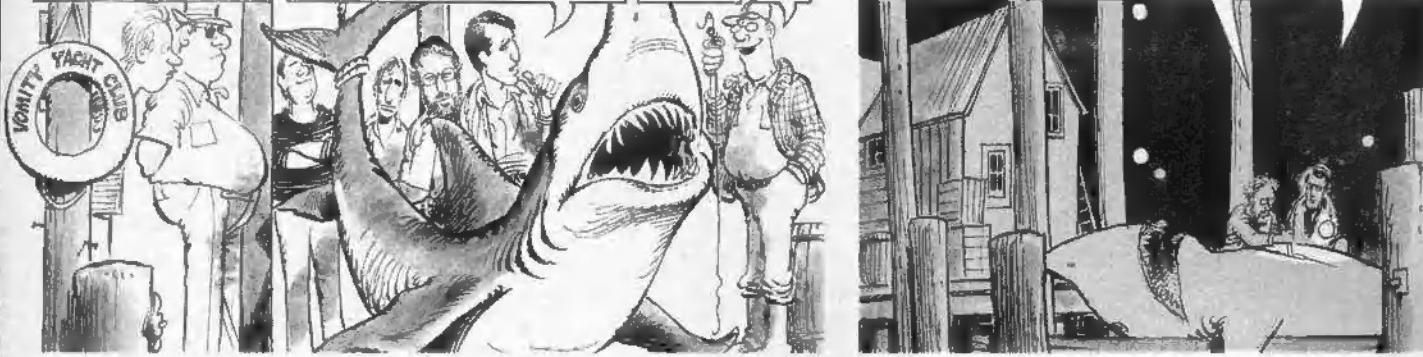
My kid!

I'm not sure this is the shark we're after! The only way to know for sure is to cut him open and look for clues inside! Don't worry! I know what I'm doing! I've been around fish all my life...

You know, you remind me of a surgeon!

You mean SURGEON! I cut like a surgeon!

You may CUT like a surgeon, but you SMELL like a surgeon!



Ah-hah! Just as I thought!

This shark doesn't eat people! It eats JUNK! Look at this! An old lawn mower, a pair of orthopedic shoes,

a 1959 Edsel, a crate of watermelons and 500,000 copies of Reader's Digest!

Sew him up fast! I feel like we just operated on Euell Gibbons!

Mayor Vault! I've got proof that the dead shark is NOT the one we're after! The killer is STILL OUT THERE! We've got to close the beaches... NOW!!

Not on your life! This is July 4th! But don't worry! They're going to set up an impregnable barrier in the water that no shark will ever be able to penetrate!

It won't work! He's too smart! He'll slip past the gun boats! He'll sneak by the helicopters!

I KNOW that! I'm talking about the NATURAL barrier: that wall of typical holiday refuse and garbage... thrown into the water by 50,000 beachgoers!



ARRRRGGHH!

YECCH!

CHOKE!

UGH!

Well... Mayor? Still MORE deaths! Are you satisfied now?!

Okay, Chief! You win! I'll pay Squint what he wants! Go out there with him and GET THAT SHARK!!

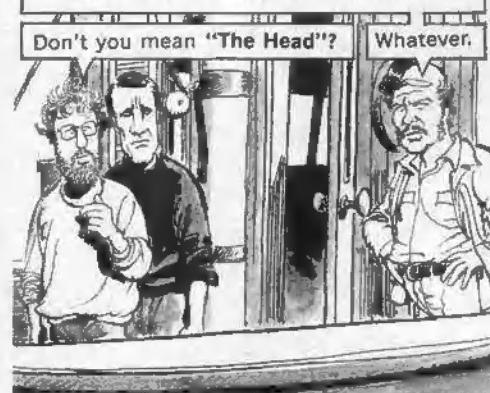
Golly, all this blood and torn bodies and killer sharks! They sure don't make "Beach Pictures" the way I made them in the '60's!

That's true, Annette! But THIS one is ALMOST as nauseating as one of yours!

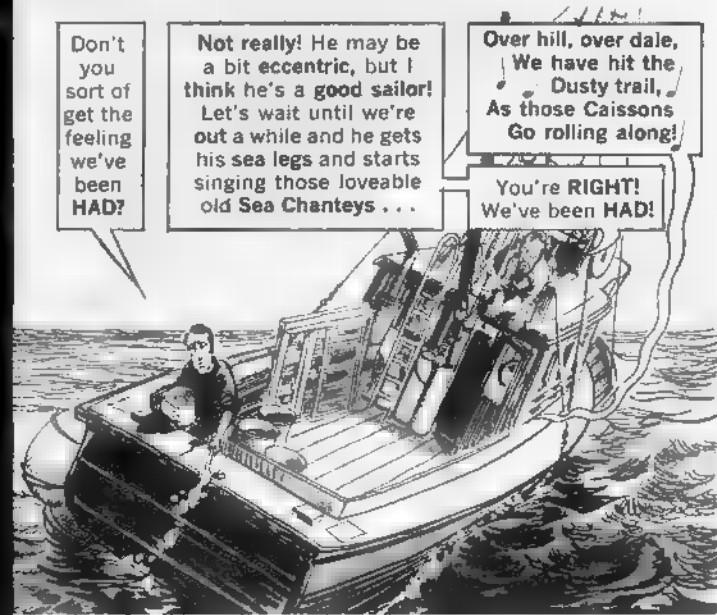
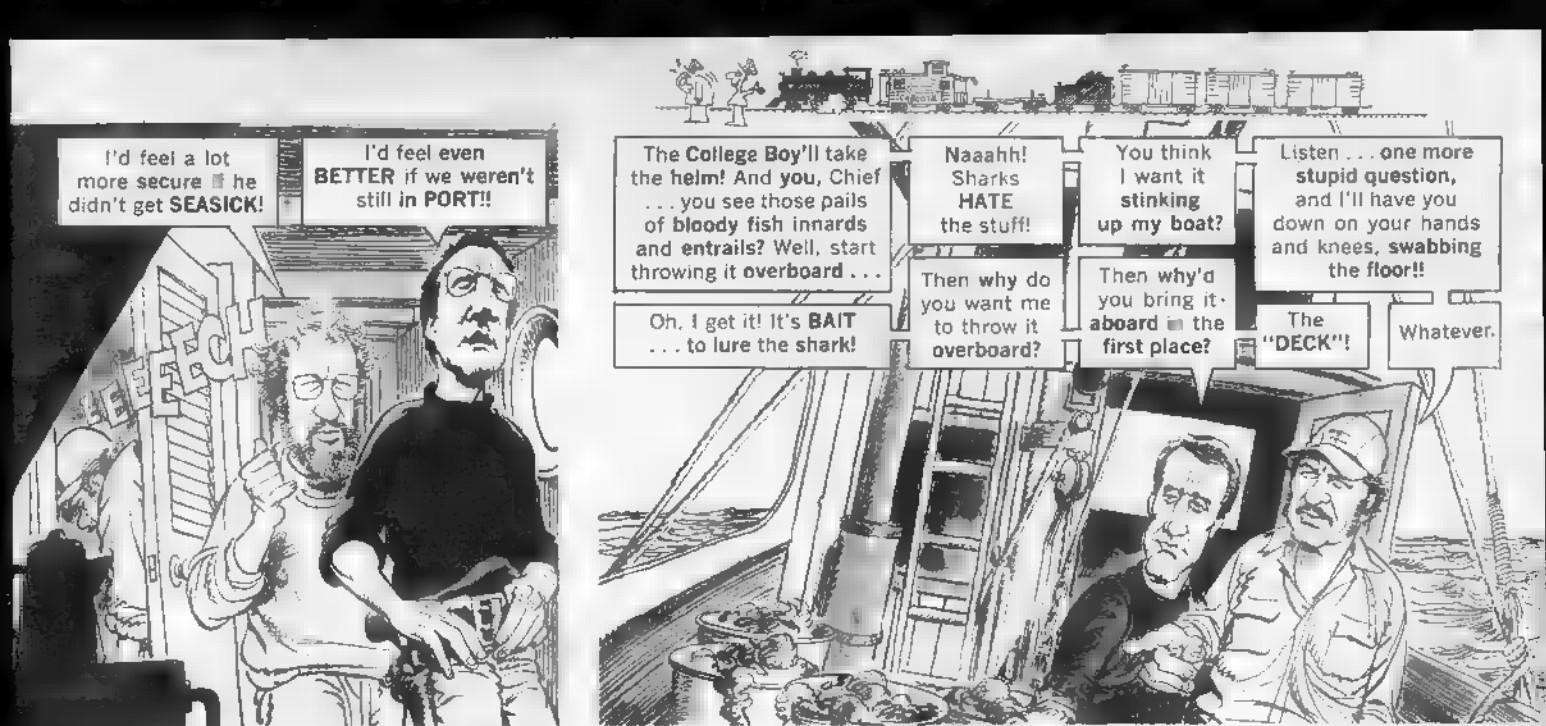
Now hear this, Mates! I'm the Captain of this@#\$%& boat, and what I say GOES! I've been a sailor, man and boy, for forty years! I know every inch of this ocean and every nook and cranny of this boat! I know the sound and the smell and the language of the sea! And now, if you'll excuse me, I gotta go to The Little Boy's Room...

Don't you mean "The Head"?

Whatever.



DRINK COCA-



Hey . . . what
the hell are
you doing?!!

I'm sorry!
Okay . . .
YOU lead!

That's not dance music,
dummy! It's the theme
of the shark! It follows
him wherever he goes!

He must be one of those
rare Mantovani sharks!!

For Pete's sake,
will you please
let me go, now!

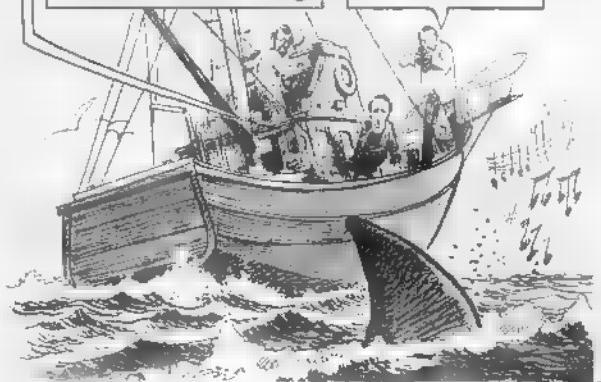
Give me one more
minute! I'm a
fantastic dipper!

What are YOU doing, Squint?

I see! And then,
we FOLLOW him?

I'm shooting this harpoon
. . . with a barrel tied to
it . . . into him! That's so
we'll know where he is at
all times . . . and in what
direction he's swimming!

No, then we go
in the OTHER
direction! A guy
can get KILLED
around here!!



Good Lord!
Three harpoons
in him . . . and
he's still
coming at us!
I've got to
admit . . . I'm
STUMPED!!

You
WILL
be . . .
if he
sinks
this
boat!

Wait! I have an idea that just
might save us—but it's not
completely worked out yet! Why
don't I climb into this cage,
and you lower me into the
water? That'll lure the shark
toward me, and I'll kill him!

How will you
KILL him?!!

Er—that's
the part
I haven't
worked out
yet!

Hey, I've got it!
STRYCHNINE!!
This poison will
kill ANYTHING!

Great! Only HOW
will you give it
to the SHARK?!

Good question! Uh . . . I know!
I know! Oh, it's so simple!
Why didn't I think of this
before! What I'll do is **MIX**
TWO MARTINIS! Then, I'll
propose a toast, and when
the shark isn't looking, I'll
slip some of this into HIS!

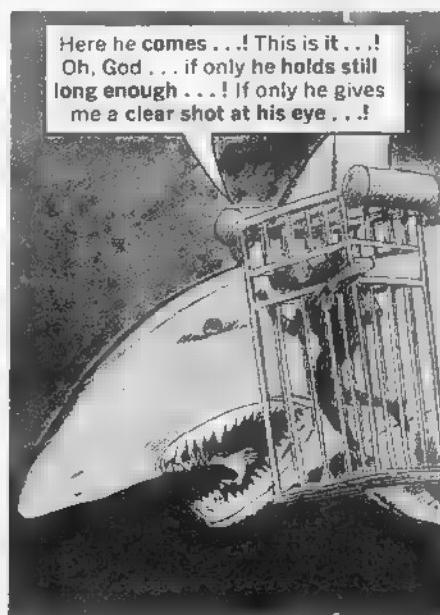
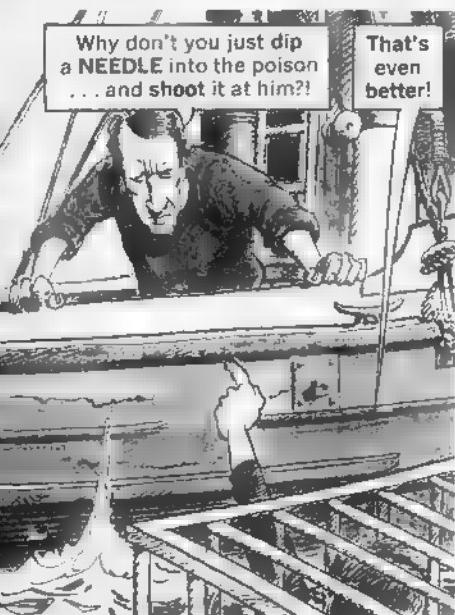


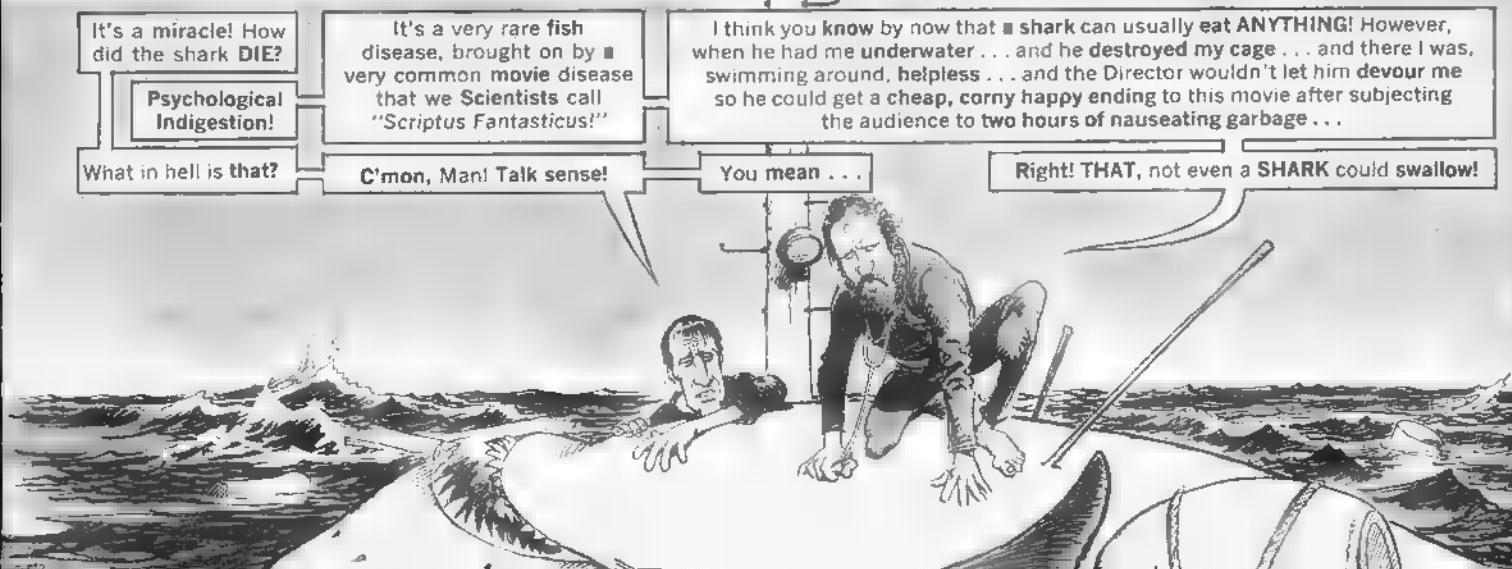
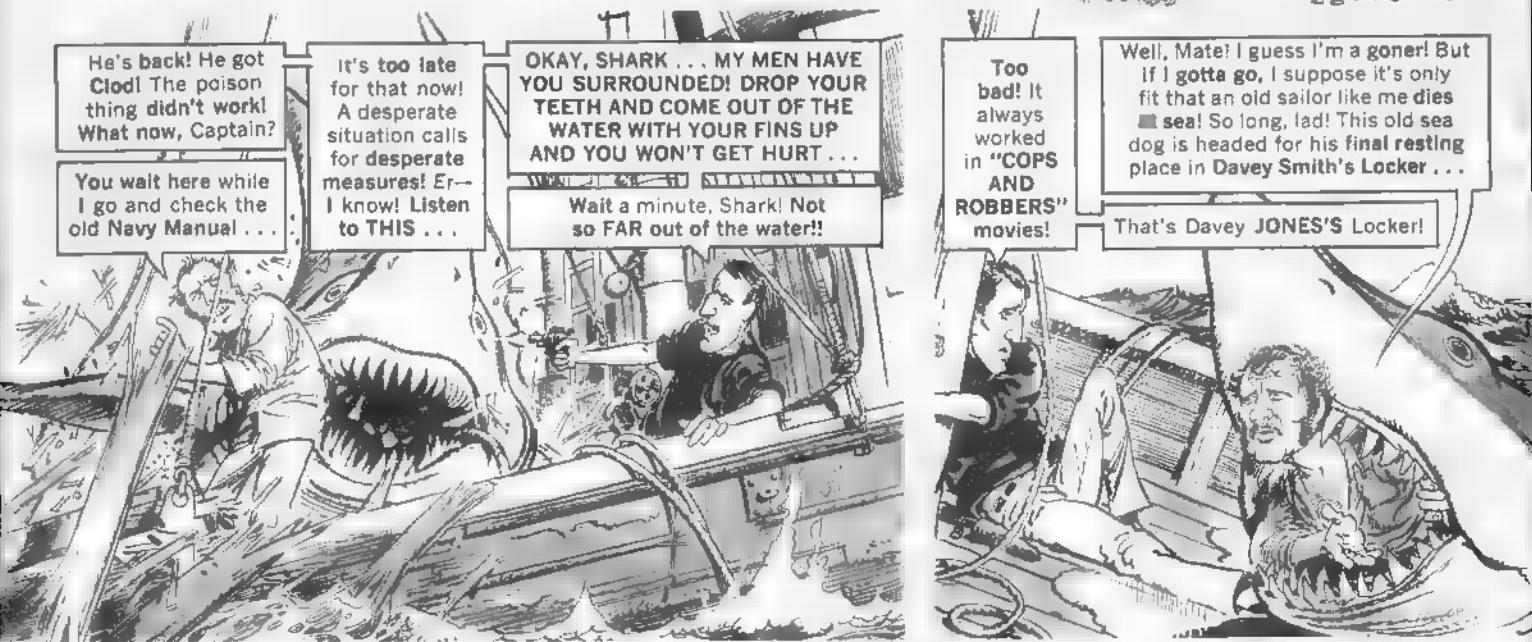
Why don't you just dip
a NEEDLE into the poison
. . . and shoot it at him?!

That's
even
better!

Here he comes . . . ! This is it . . . !
Oh, God . . . if only he holds still
long enough . . . ! If only he gives
me a clear shot at his eye . . . !

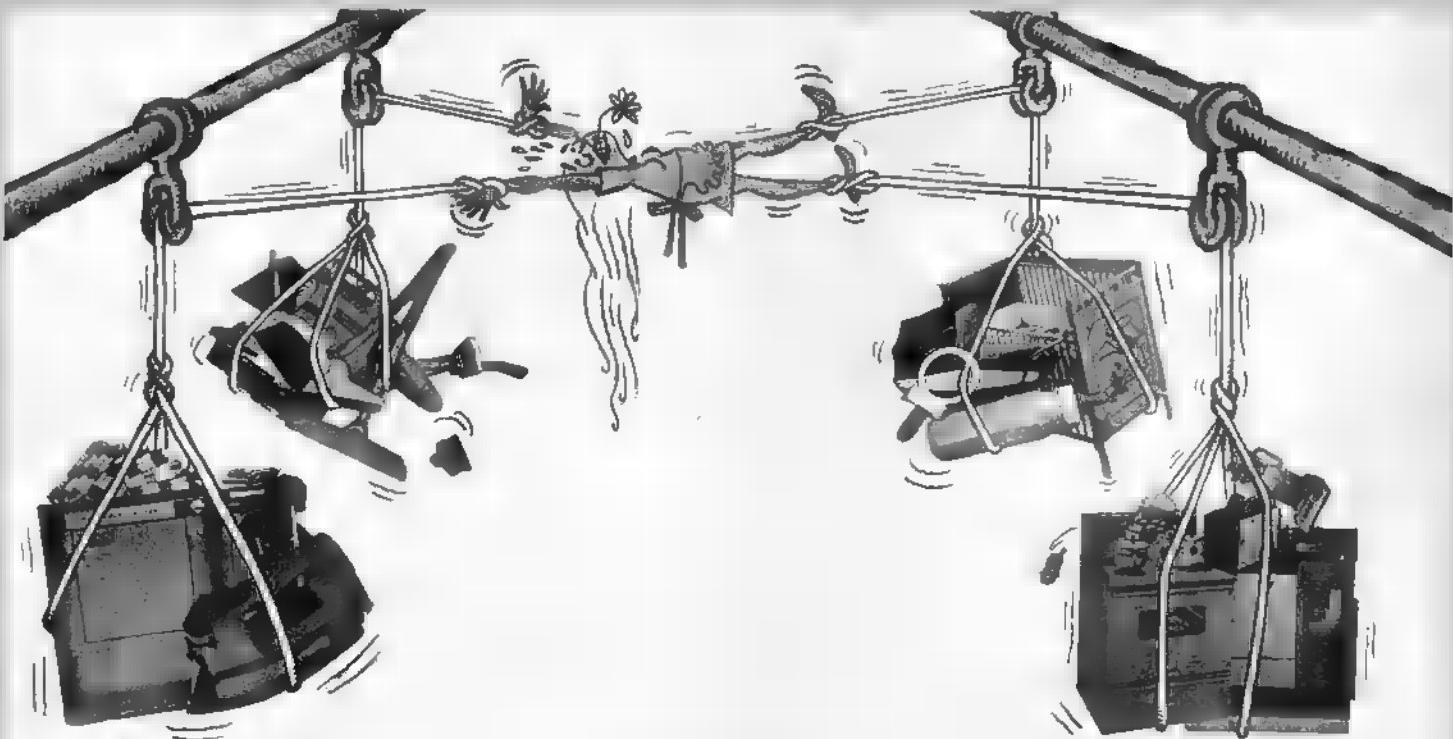
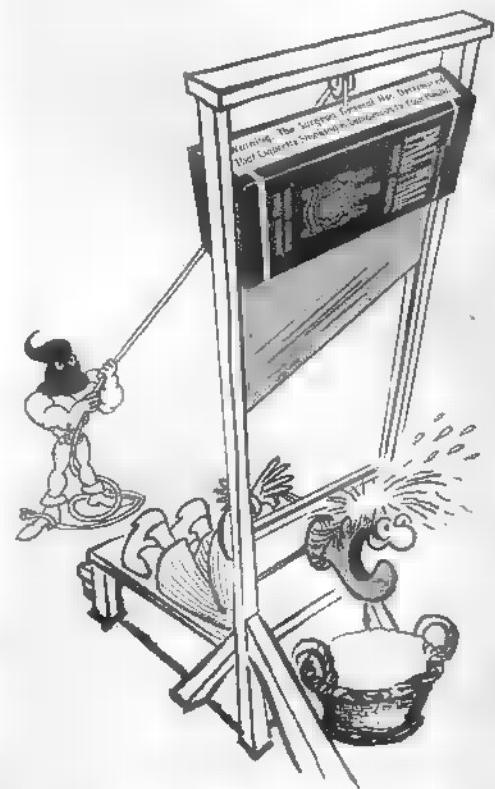
If only I didn't drop the needle!!





DECLARATION OF HUMAN FRIGHTS DEPT.

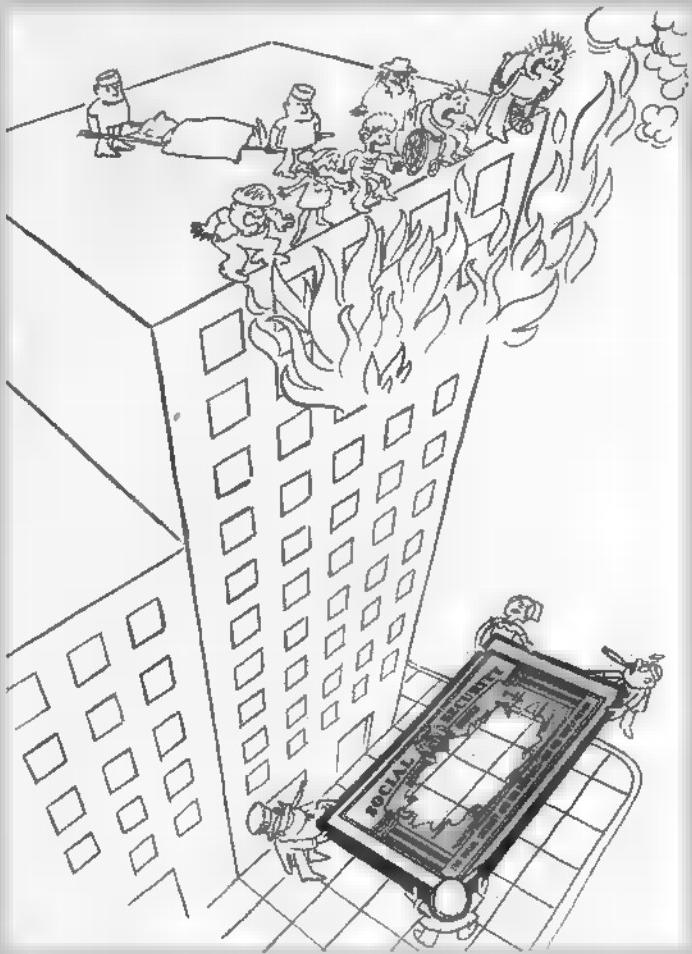
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PORTFOLIO OF... CONTEMPORA

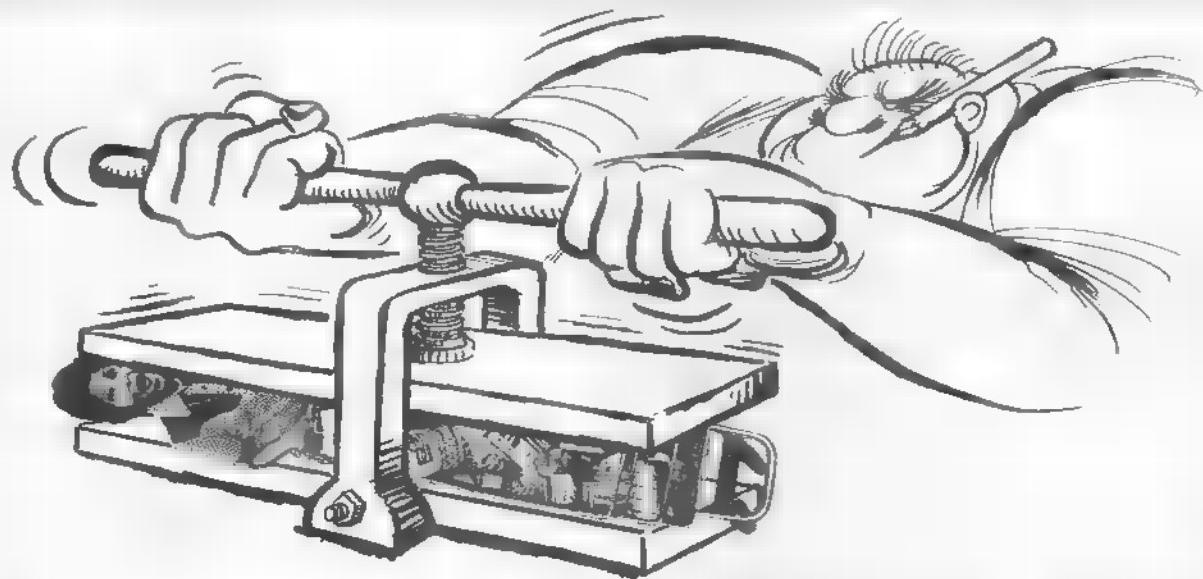
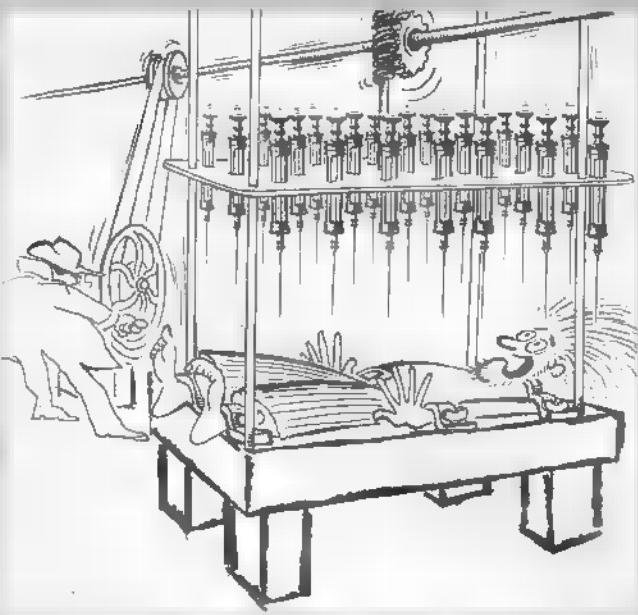
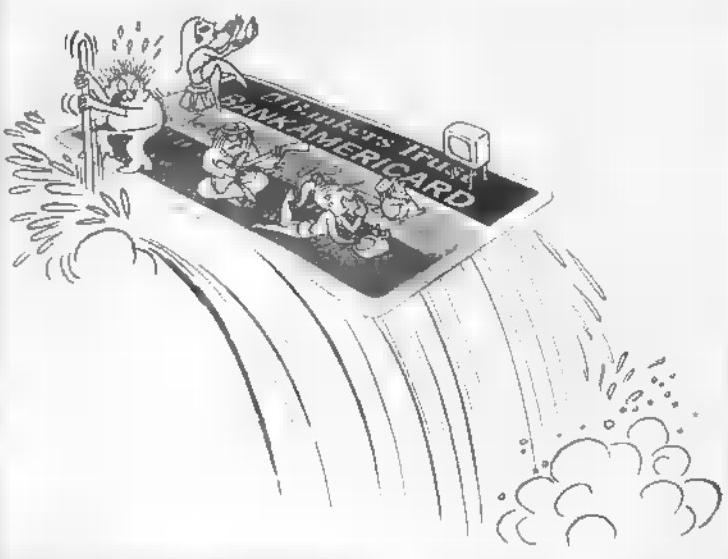


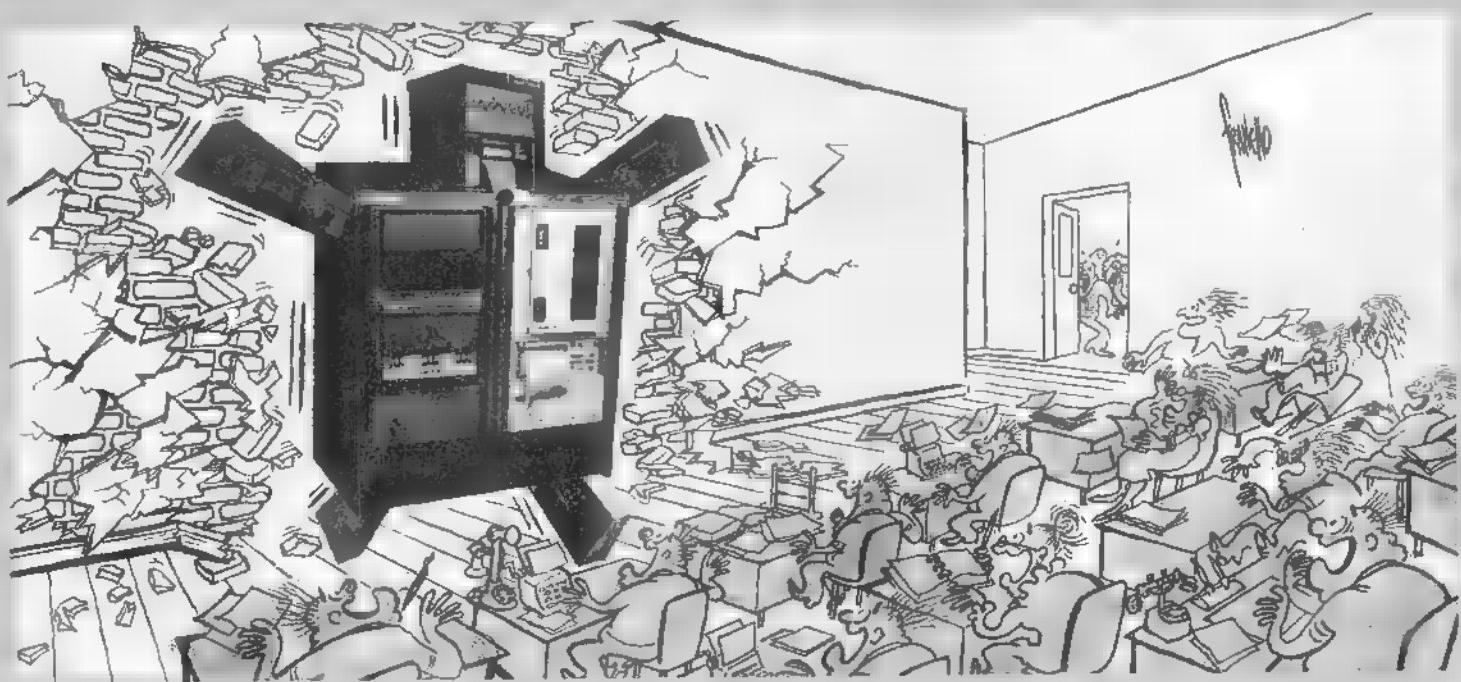


RY HORROR SCENES

ARTIST & WRITER: ARNOLDO FRANCHIONI







AFFRONTAL ATTACK DEPT.

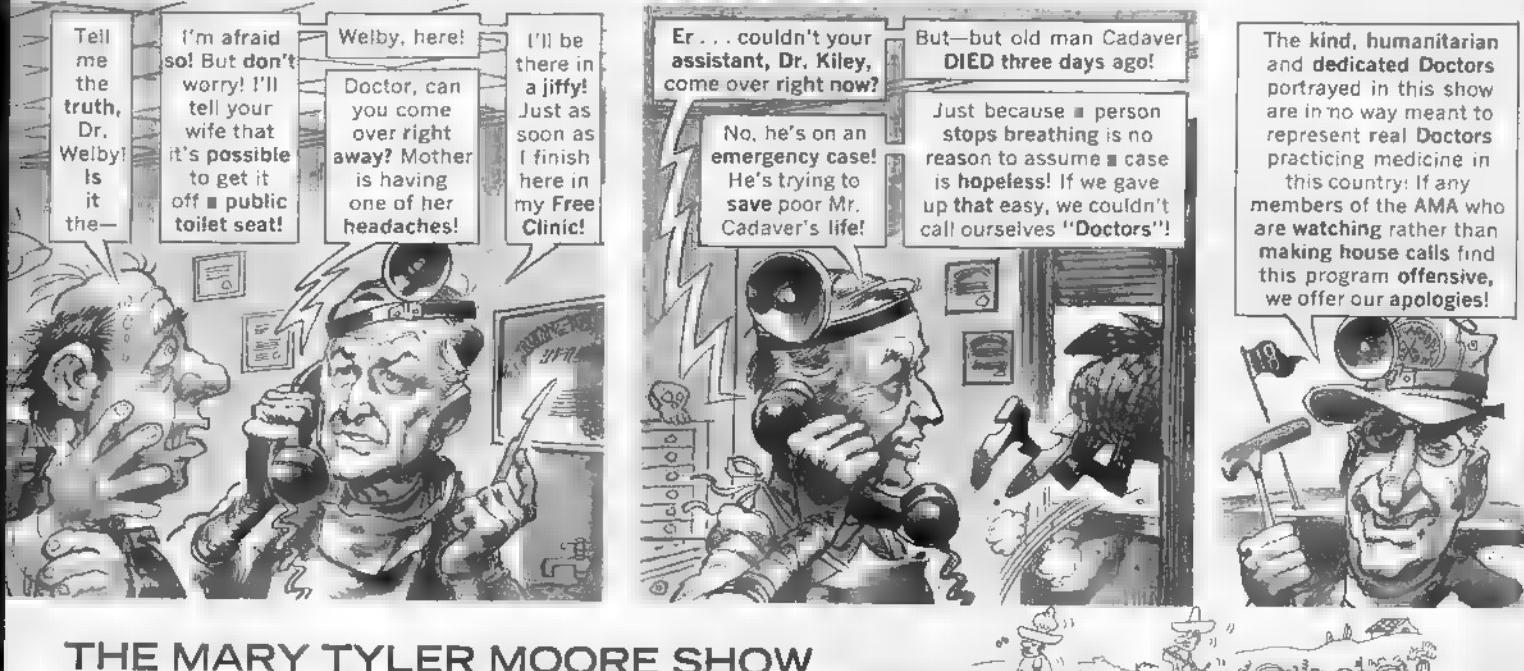
When NBC telecast "The Godfather"—the story of an Italian-American Crime Family, it made many announcements apologizing to all the Italian-Americans in the audience! These apologies were made before the show . . . at station breaks . . . and between commercials . . . until it seemed as if there were almost as many "Disclaimers" as there were killings in the movie itself! Like—



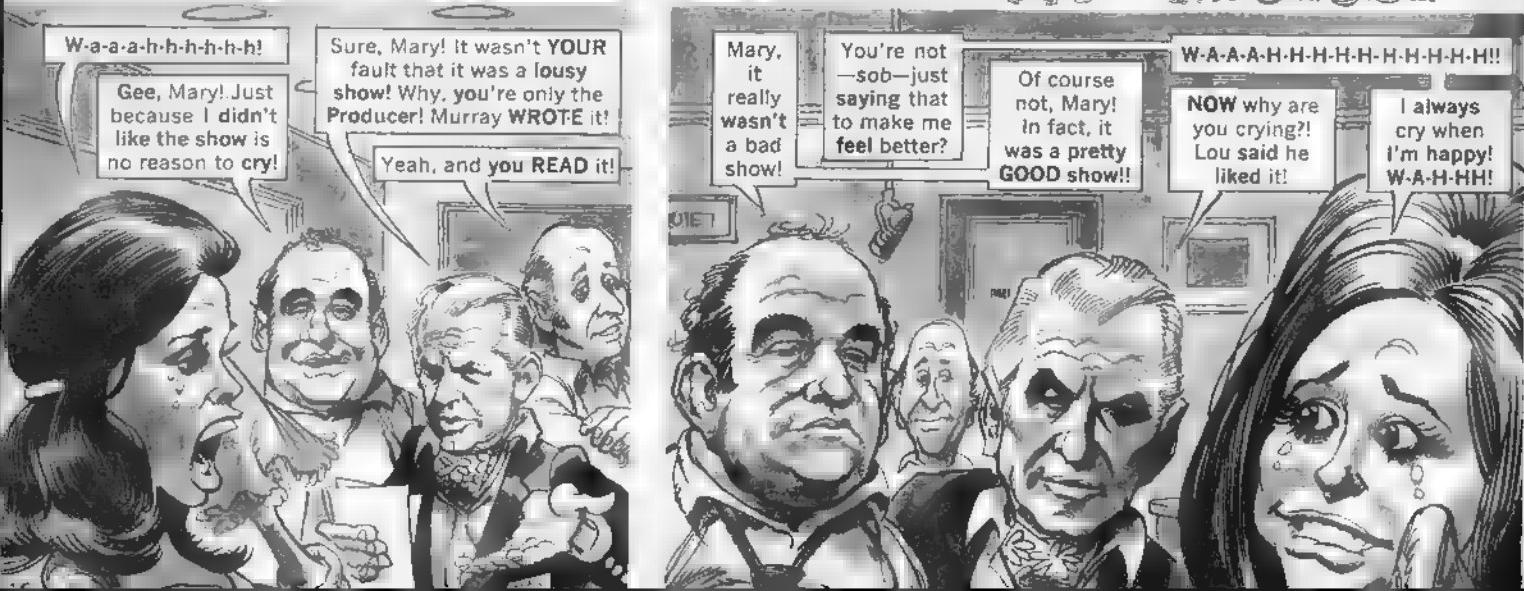
Hello! I'm Mario Putzo, author of "The Godfather!" I want to make it clear that the characters portrayed in this film do not represent the vast majority of Italians, who are honest, law-abiding citizens and who have made many major contributions to our revered American Way of Life!



MARCUS WELBY, M.D.



THE MARY TYLER MOORE SHOW



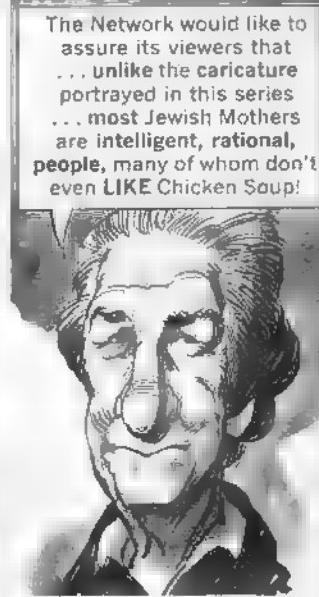
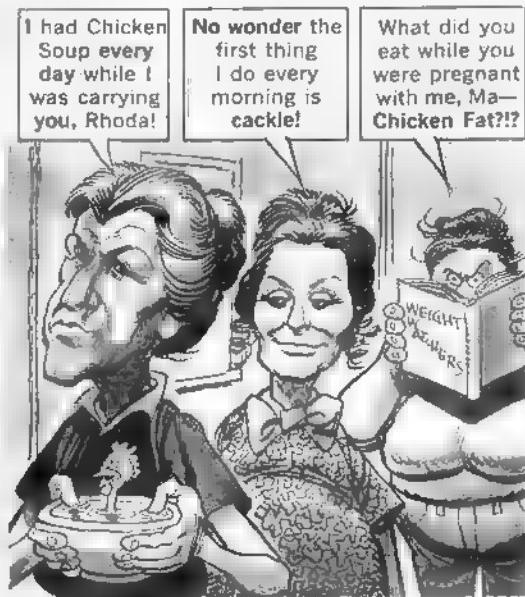
Well, we at MAD think that these "Disclaimers" are a great idea! And since every TV show insults some group or other, here are...

TV DISCLAIMERS We'd Like To See

ARTIST: JACK DAVIS

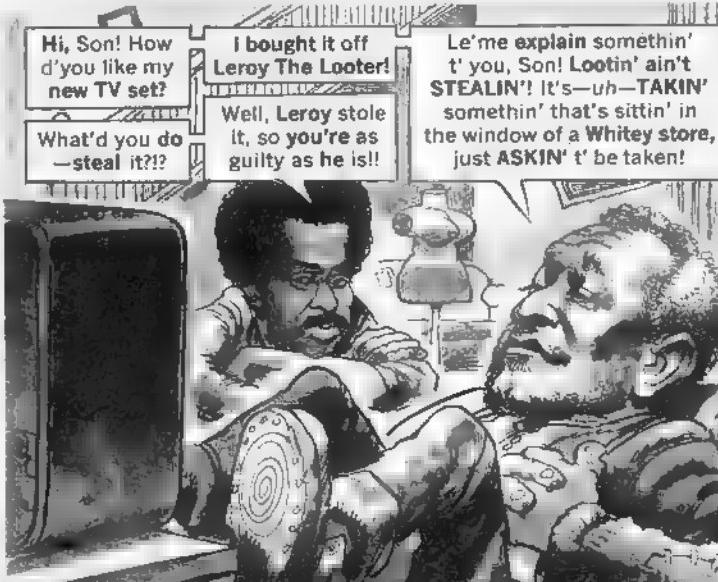
WRITER: LOU SILVERSTONE

RHODA



SANFORD AND SON

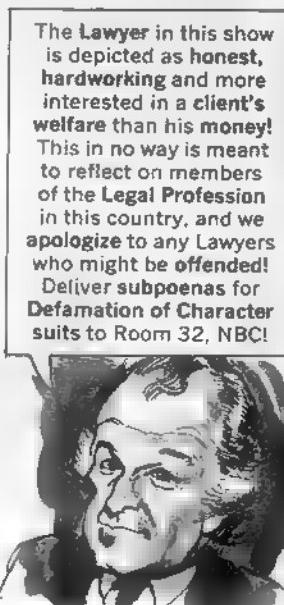
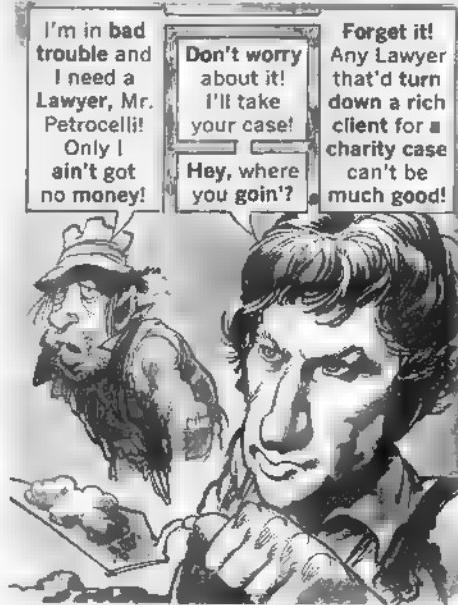
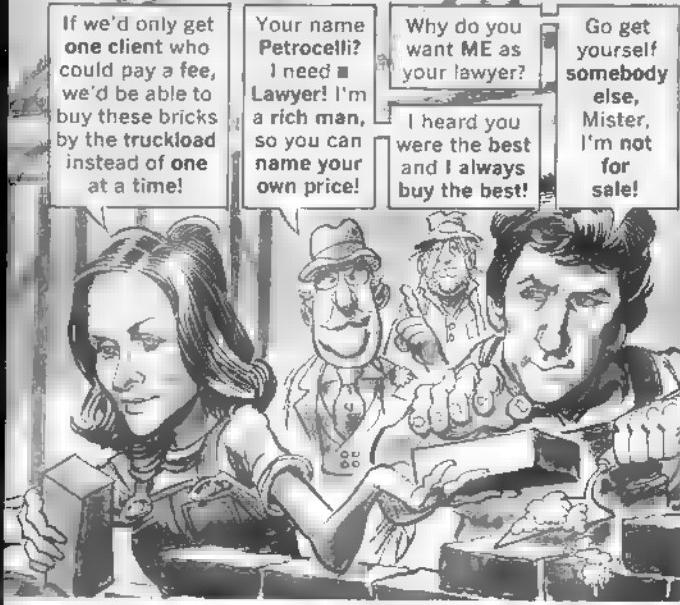
The Female Producer shown in this series in no way bears any resemblance to the millions of women engaged in various business careers! In fact, surveys have shown that women in business do not cry any more than men do!



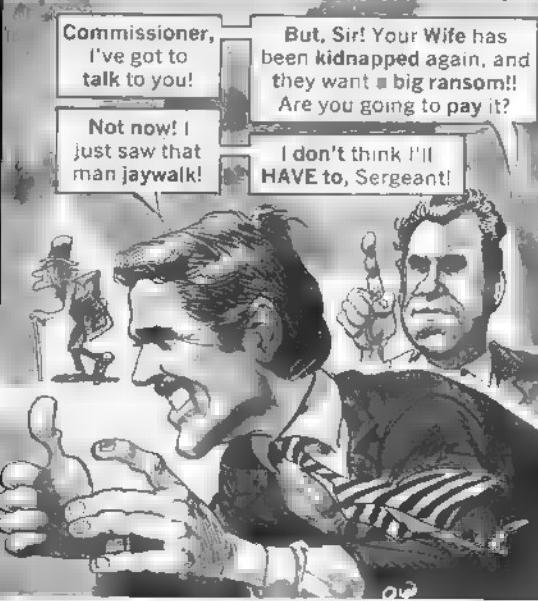
The vast majority of Black Americans are basically honest, industrious people! The characters portrayed in "Sanford and Son" are not intended to represent them . . . only to help them work off some of their well-founded hostilities!



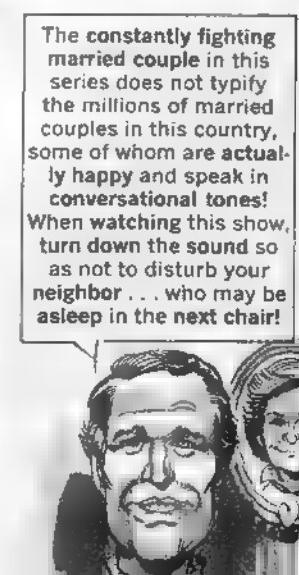
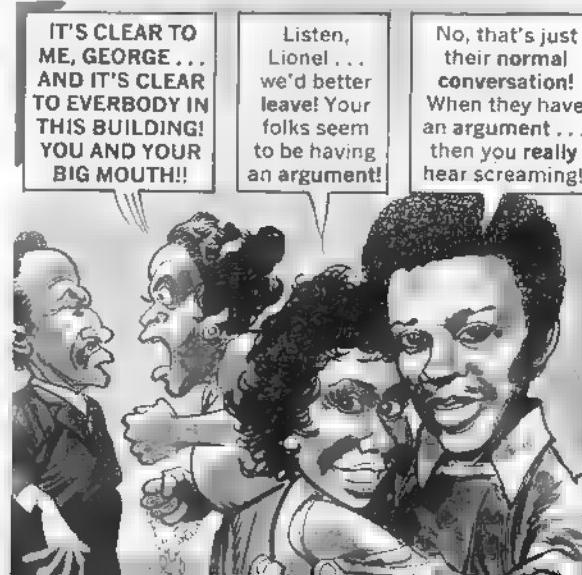
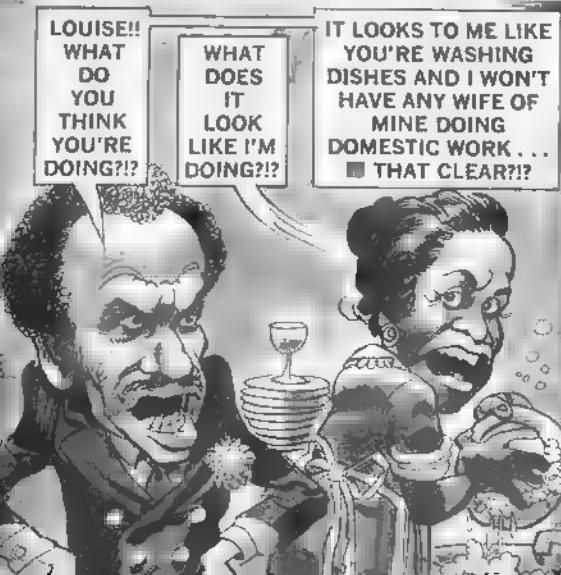
PETROCELLI



MacMILLAN AND WIFE



THE JEFFERSONS



HAPPY DAYS

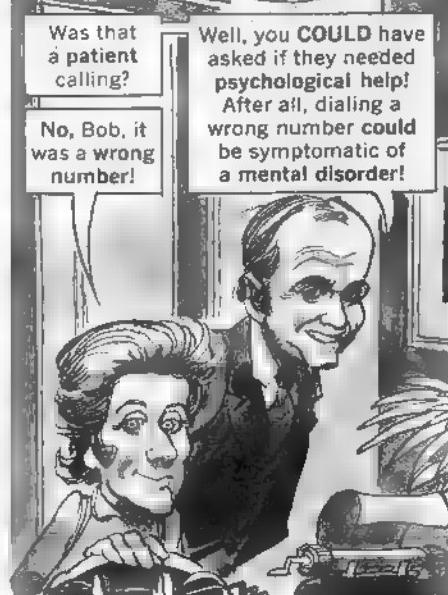


The over-aged, over-sexed, immature, naive youngsters shown in this series are not intended to represent the normal teenagers of the '50's . . . or any OTHER years, for that matter!



THE BOB NEWHART SHOW

The Network would like to assure you that the Police Commissioner portrayed in this show is in no way representative of the many dedicated, intelligent Police Commissioners in this country . . . and we'd also like to apologize to all the women who are married to public officials! In fact, we would like to apologize to ALL WOMEN for the character of the Commissioner's Wife on this show!



The Psychologist depicted in this series is not intended to represent the overwhelming majority of Shinks who are wealthy, successful people that can afford to have their own Private Secretaries and do not have to share them with others!



ALL IN THE FAMILY

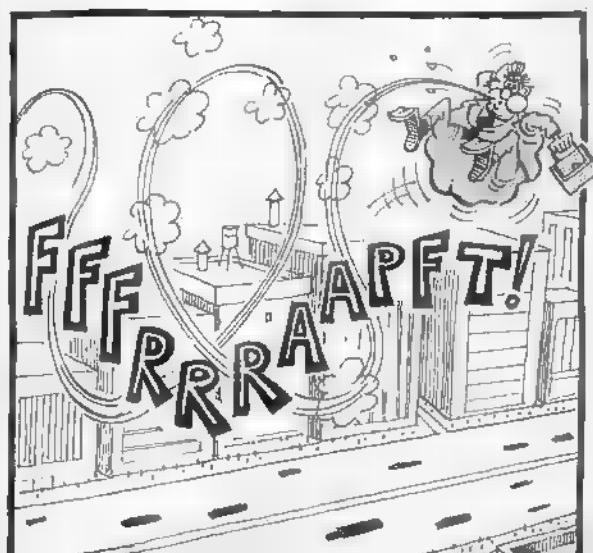
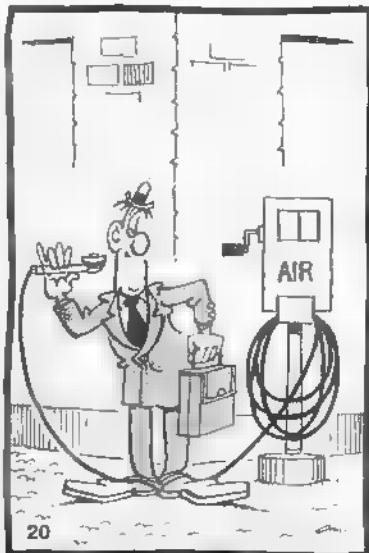
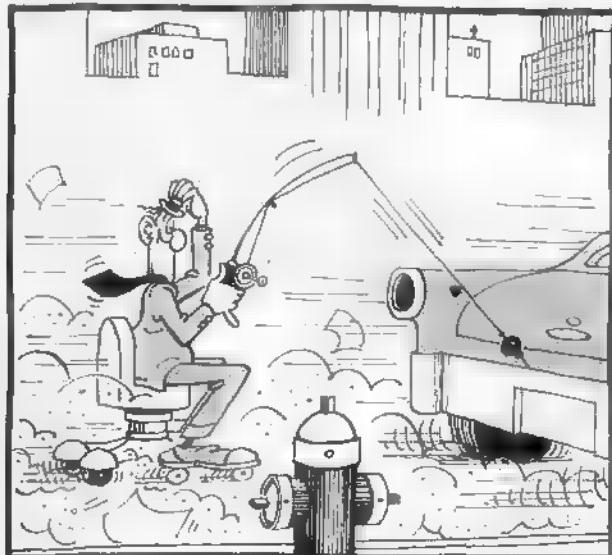


We'd like to apologize to any bigots who may be offended by this program! Most bigots are not uncouth slobs like Archie Bunker! Indeed, many of our worst bigots are educated people holding very high positions in business and government!

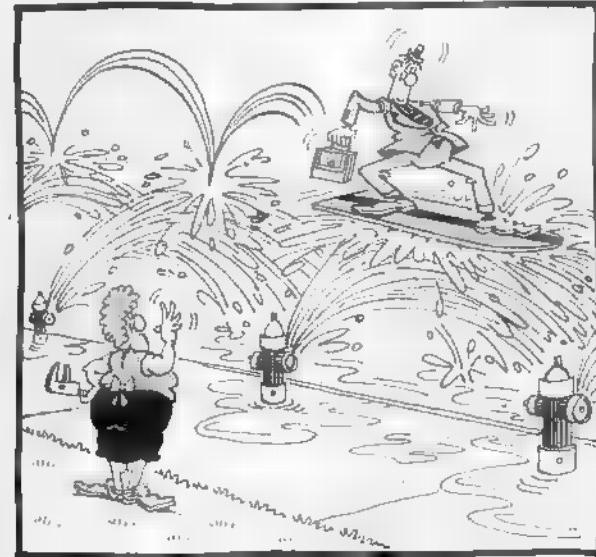
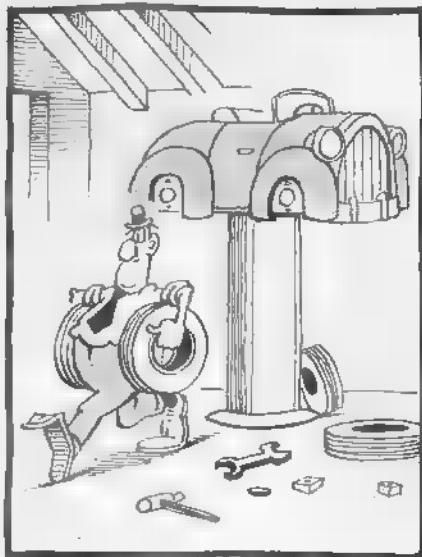


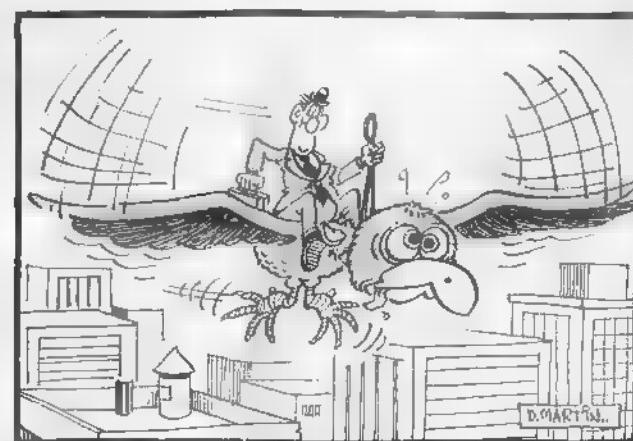
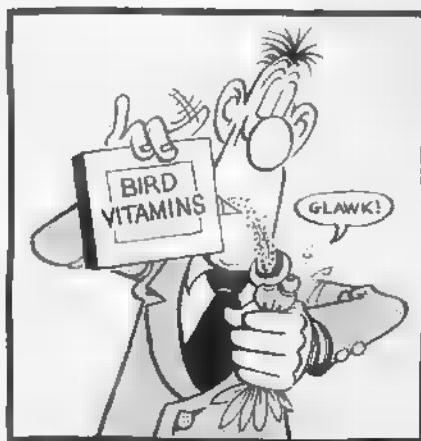
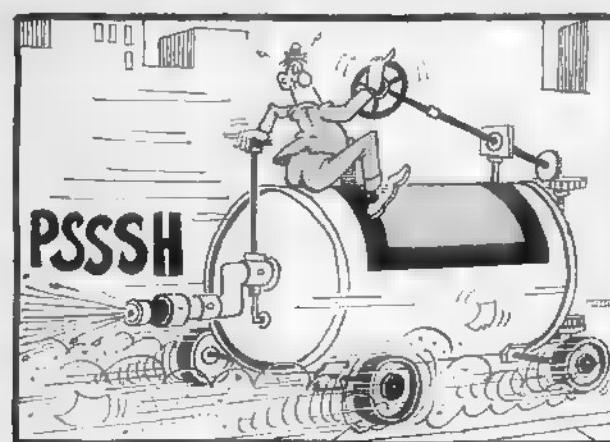
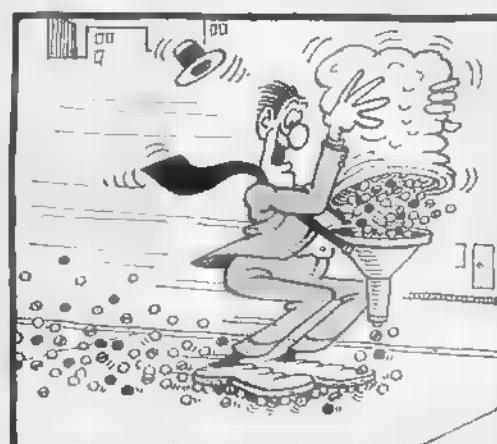
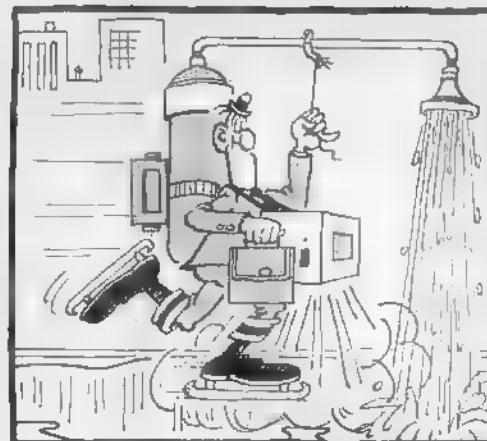
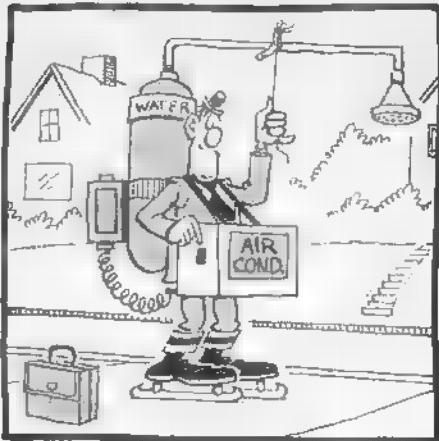
DON MARTIN DEPT.

DON MARTIN BEATS THE



HIGH COST OF GASOLINE

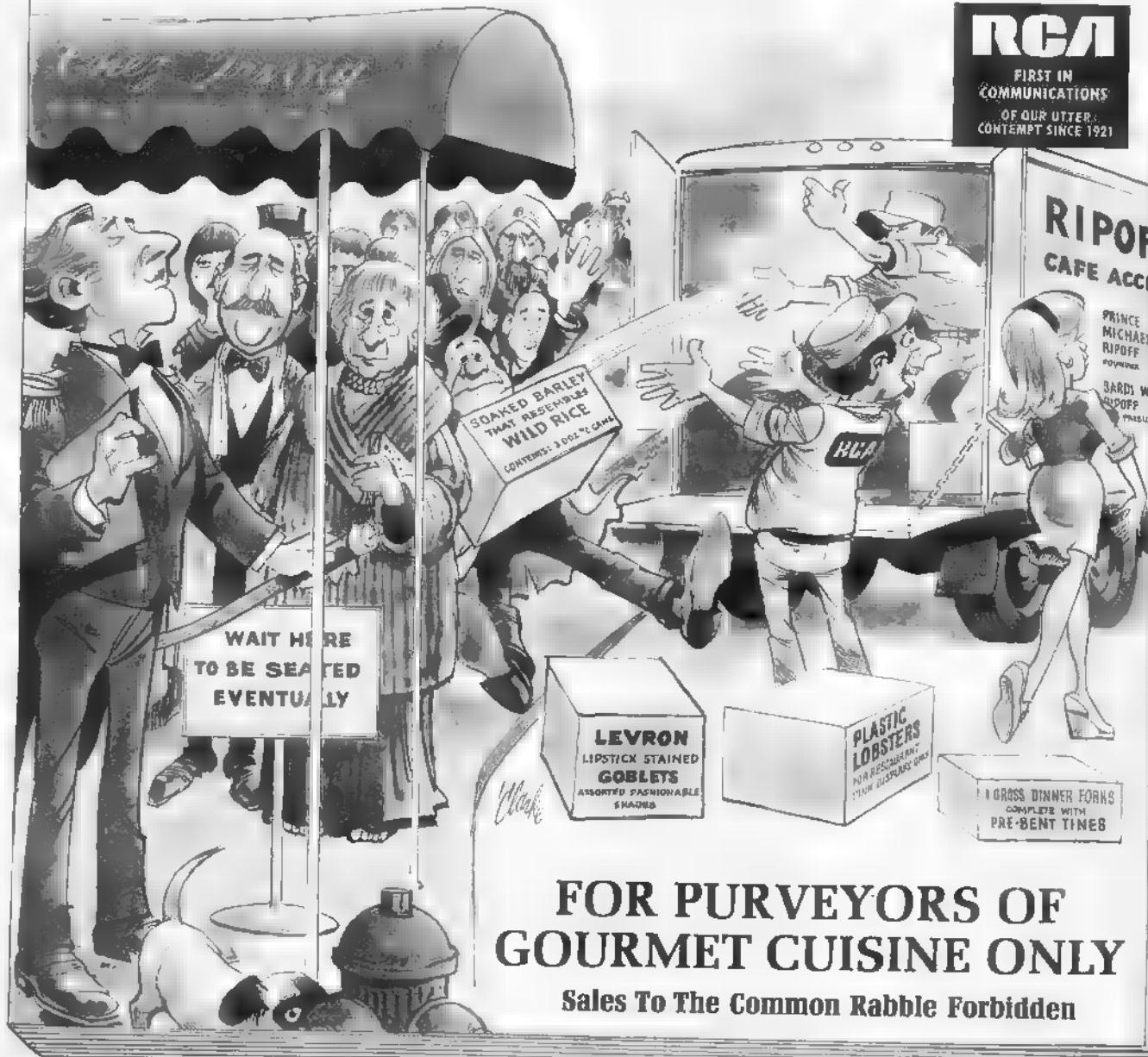




AMBiance CHASERS DEPT.

Has it ever struck you as peculiar that the restaurants which seem to be the most fashionably "in" are the very same ones that offer the shabbiest service and lousiest food at the highest conceivable prices? Well, it always struck us as peculiar, until one recent day when the mailman delivered a damaging little catalogue to the MAD office by mistake. Now, we suddenly understand how the whole beastly system works. It's all based on the assumption by owners of exclusive dining spots that we are a nation of incorrigible snobs, hopeless masochists and complete idiots. If you don't believe it, you really ought to get a look at this catalogue. Of course, you probably wouldn't be able to get one because it's full of horrifying trade secrets that laymen are never supposed to find out. So, in order to satisfy your curiosity and put you on your guard, here is . . .

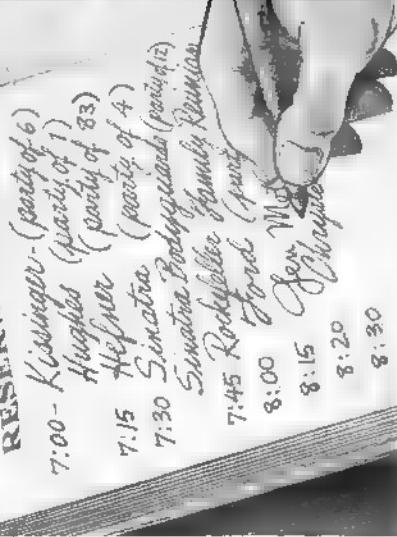
RIPOFF CAFE ACCESSORIES, INC. RESTAURANT SUPPLY CATALOGUE



**FOR PURVEYORS OF
GOURMET CUISINE ONLY**

Sales To The Common Rabble Forbidden

RESERVATIONS



PRE-FILLED RESERVATION BOOK enables you to impress newly arrived patrons while you keep them waiting. Prominent names of your imaginary clientele printed in large, bold script for all to see at a glance. Ideal for herding would-be diners into the bar without complaint to buy expensive drinks as they beg for one of your many empty tables.

8755—BIG NAME—BIG PROFIT RESERVATION BOOK.....\$11.95

4793—UNRECONDITIONED BUT PARKABLE USED CARS \$695.00 doz.

(Specify type desired: Sick Studebakers, Dead DeSotos, Crippled Corvairs)

FILL YOUR PARKING LOT with abandoned cars to give the place that jam-packed look, even when there are no customers inside. These vehicles are not tell-tale total wrecks, but merely stripped down pre-1960 models with engines removed for easier towing to your location. Guaranteed to impress the few patrons you do have by making them walk several blocks to begin waiting for a table.

4793—UNRECONDITIONED BUT PARKABLE USED CARS \$695.00 doz.

(Specify type desired: Sick Studebakers, Dead DeSotos, Crippled Corvairs)

DROWN OUT NAUSEATING KITCHEN

SMELLS with tempting canned aroma of better food than you serve. There's never a need to replace old cooking grease or incompetent fry cooks once you've spritzed your dining area with one of these mouth watering essences. Prompts patrons to order what they think they smell, and minimize gagging on what they actually get.

27388—"YUMMY DUMMY" BRAND FOOD SMELL (Large Cans).....\$11.50 doz.
(Specify aroma desired: Hickory Smoked Ribs, Broiled Lobster, Sweet & Sour Cantonese.)



TWO-WATT LIGHT BULBS save precious energy. Namely the precious energy you'd waste dusting furniture and vacuuming carpets if lights were bright enough for diners to see the filth. Dim illumination also provides more romantic atmosphere for patrons, and more hiding places for waiters.

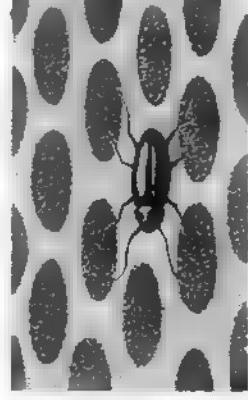
B149—DISMAL ELECTRIC "FAINT-GLO" LIGHT BULBS.....\$61.75 gross



PERSONALLY INSCRIBED CELEBRITY PHOTOS tell the world you cater to big shots. We supply pictures in one dozen lots to fill your walls with simulated adoration. Each photo is personally autographed by our experienced staff of forgery experts. Freedom from lawsuits guaranteed, as all depicted celebrities have been dead for at least five years.

4756—GENUINELY PHONY AUTOGRAPHED PICTURES.....\$9.75 doz.

4756-A—DE LUXE SET WITH FRAMES AND PICTURE HOOKS.....\$47.50 doz.



COCKROACH CAMOUFLAGE CARPET DE-SIGN tricks even the most eagle-eyed diner into believing that real insects are merely part of the rug pattern. Totally eliminates costly exterminator fees. May even convince Health Department inspectors to let you keep your license, assuming they never go into the kitchen.

4722—"EIGHT-LEGGED FRIENDS" BRAND CARPETING.....\$14.50 per square yd.



TINY DINING TABLES let your head waiter dole out fitting punishment to those who fail to tip him. These little horrors put more money in your pocket, too, as they can easily be squeezed behind kitchen doors, into room alcoves and similar nooks you once considered unusable. Handy 14-square-inch size lets you seat 200 in a dining room designed for 50.

1837—ITTY-BITTY DINING TABLES

1838—ODDLY WOBBLY CHAIRS FOR ITTY-BITTY TABLES.....\$69.95.
\$49.95 pr.



STOP PATRONS FROM WHINING when you seat them close to the kitchen for the convenience of your waiters. Boldly lettered "RESERVED" signs placed on desirable empty tables convince diners that they're lucky to be seated anywhere. High quality signs are printed in large type with luminous ink for easy visibility, even when kitchen grease fires fill the room with smoke.

23738—ATTENTION GRABBER RESERVA-TION SIGNS.....\$3.50 doz.



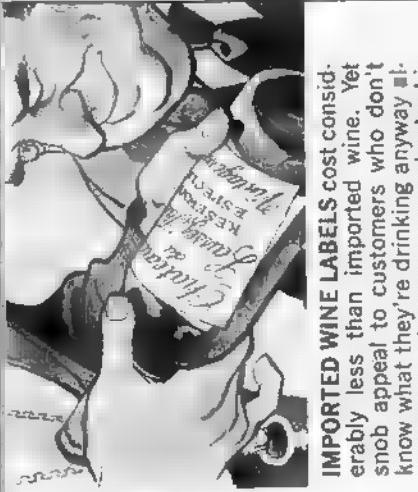
SUMPTUOUS PASTRY CART GOODIES often draws flies in restaurants lacking kitchen window screens and proper insect control. That's why we've fashioned these fake mocha tortes and éclairs from dark brown laundry soap. Let patrons make their selections from this authentic looking display before serving them chocolate Twinkies at \$1.75 each. Soap can be used later for your monthly linen laundering.

4866—SUDSY SWEETS...\$4.75 doz.



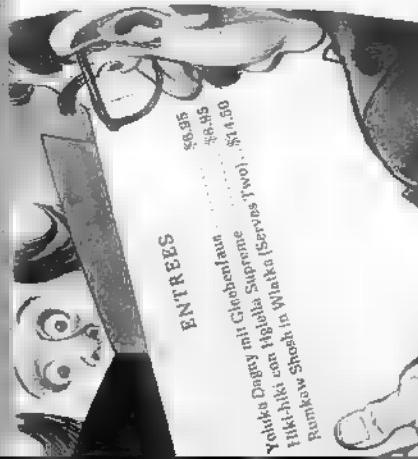
GLEAMING BRASS CHAFING DISH helps justify your \$4.50 cheeseburgers by requiring three waiters to melt the cheese at patron's table. Also impressive for warming up pancakes left over from breakfast and selling them as crêpes suzettes at dinner. Heating mechanism operates on kerosene handsomely packaged in used brandy bottles. (Available at extra cost.)

56911—"PRETTY HOT STUFF" BRAND CHAFING DISH \$24.95



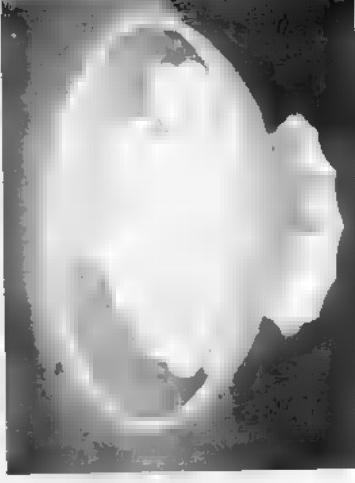
IMPORTED WINE LABELS cost considerably less than imported wine. Yet snob appeal to customers who don't know what they're drinking anyway allows you to charge your usual exorbitant price. Easy paste-on labels are amply large enough to cover those of any cheap domestic brand you serve. Help relieve our national balance of payments deficit while you're helping yourself to enormous profits.

5622—ASSORTED FRENCH WINE LABELS.....\$6.50 per gross
5623—ASSORTED ITALIAN WINE LABELS.....\$3.75 per gross
5624—ASSORTED POLISH WINE LABELS.....\$9.49 per gross



MENUS IN OBSCURE FOREIGN LANGUAGES silence customer complaints forever! After all, who can squawk about your rotten food, high prices and mixed-up orders when patrons don't know whether they're getting what they asked for. Listed entrées are all sheep brains or hog liver exotically described in Albanian, Navajo and Neapolitan.

44287—GARBLED GARBAGE DINNER MENUS.....\$15.25 doz.



BICARBONATE OF SODA MINTS, Let after-dinner mints create a more pleasing final touch to your meal's than the heartburn normally created by your greasy food. Use of sugary menthol spray has added so much phony flavoring that patrons will never dream they're really eating antacid tablets. Also ideal for employees who forget to bring their lunch from home.

38117—STOMACH SAVER AFTER DINNER MINTS.....\$2.69 lb.



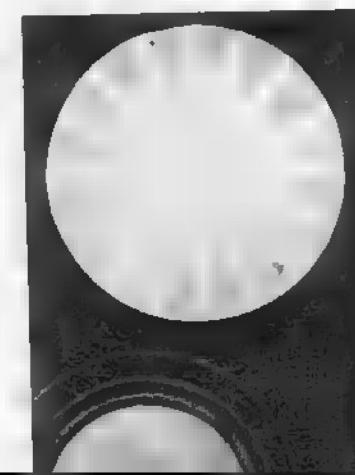
PRE-ADDED CHECKS eliminate your risk of losing money due to faulty addition. Also aids diners in remembering to tip all of your underpaid employees who need the cash badly. Checks are virtually inflation-proof as printed prices already reflect the increases you plan to make next year.

12709—"SUPERCHARGE" BRAND PREADDED DINNER CHECKS \$75 per 1,000



STOP WASTING MONEY on parsley sprigs, frilly radishes and similar decorative food that nobody ever eats. Lifelike rubber garnishes are equally effective for maintaining your ritzy reputation, yet they can be rinsed off and used again and again. (Not recommended for vegetarian restaurants catering to health freaks.)

5663—SHERWIN WILLIAM BRAND HIGH-GLOSS TABLE GARNISH \$8.49 qt.



OPTICAL ILLUSION DINNER PLATES enable you to serve skimpier portions at even higher prices. Cleverly designed sunburst pattern makes smaller plates look at least as large as the old standard size, especially to customers who are half bombed. Yet new style holds 50% less food. You'll cut costs without risking howls of protest with these diminutive beauties.

47651—BIG LITTLE DINNER PLATES \$17.50 doz.

When I was growing up, we lived in an upper-middle-class neighborhood! But I was the "poor kid" on the block and I wasn't accepted!

So I left! And after years of hard work, I made good! I became rich and famous!

Then, one day, I went back to my old neighborhood in my big Cadillac and fancy clothes . . . just to SHOW THEM! But you know what? I STILL wasn't accepted!

Today, it's a Black Ghetto!



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

GIFT

Son, I have bad news! My company ■ moving me again to another branch office in another state!

Aw, gee! But . . . what about my FRIENDS?

I know it's hard for you, Son! It's just as hard for your Mother and me to tear up roots and start all over again!

Good friends aren't easy to come by!

I know it's hard for you, Son! But you'll be able to make all NEW good friends where we're going!

I'm not so sure about that!

We . . . we weren't HERE long enough for me to make any!





From my earliest memory, there was always "Klein's Knick-Knack Shop"! It was a cornerstone of the community! It gave the neighborhood character and color! And now ... it's gone!

It's so sad,
it almost makes me want to cry!

I can imagine how you feel ... after spending all those happy hours there—

WHAT happy hours? Actually, I never went into the place!



A N G E

ARTIST & WRITER: DAVE BERG

If you're such a make-but artist, let me see you score with that chick over there!

Okay! Stand back and watch me operate!

Hi, Sister! You're cute!

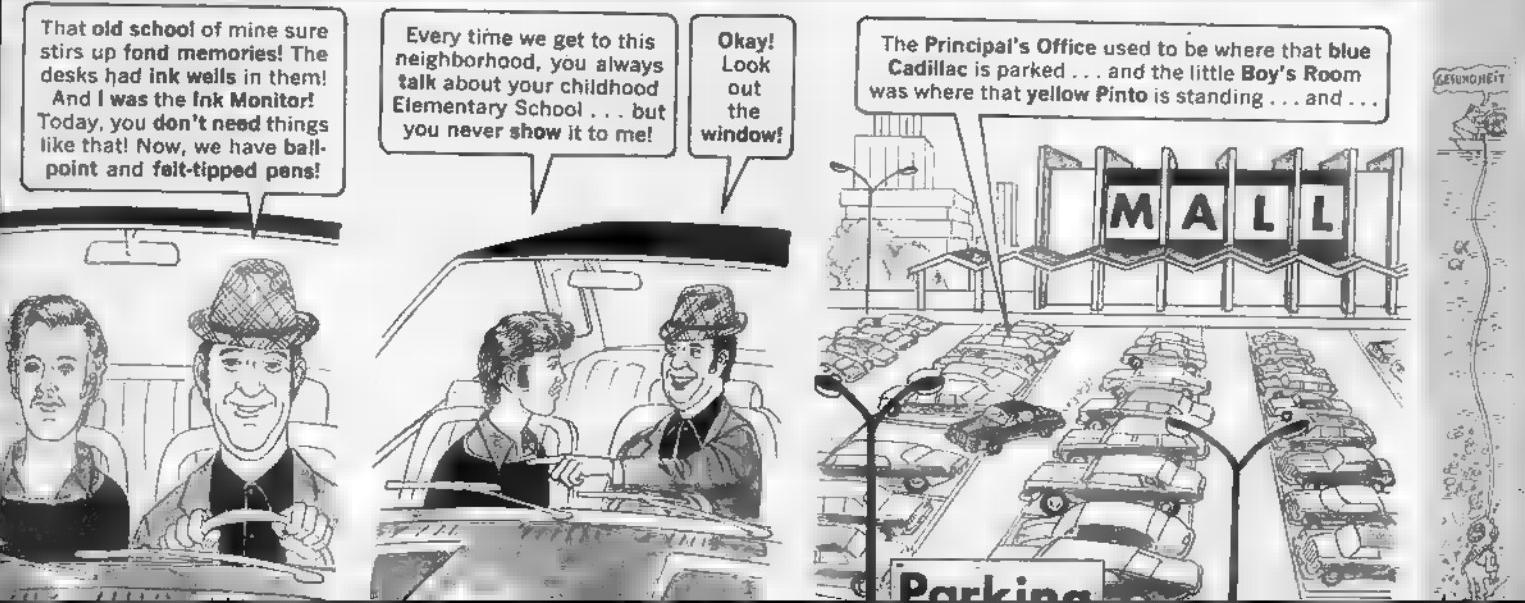
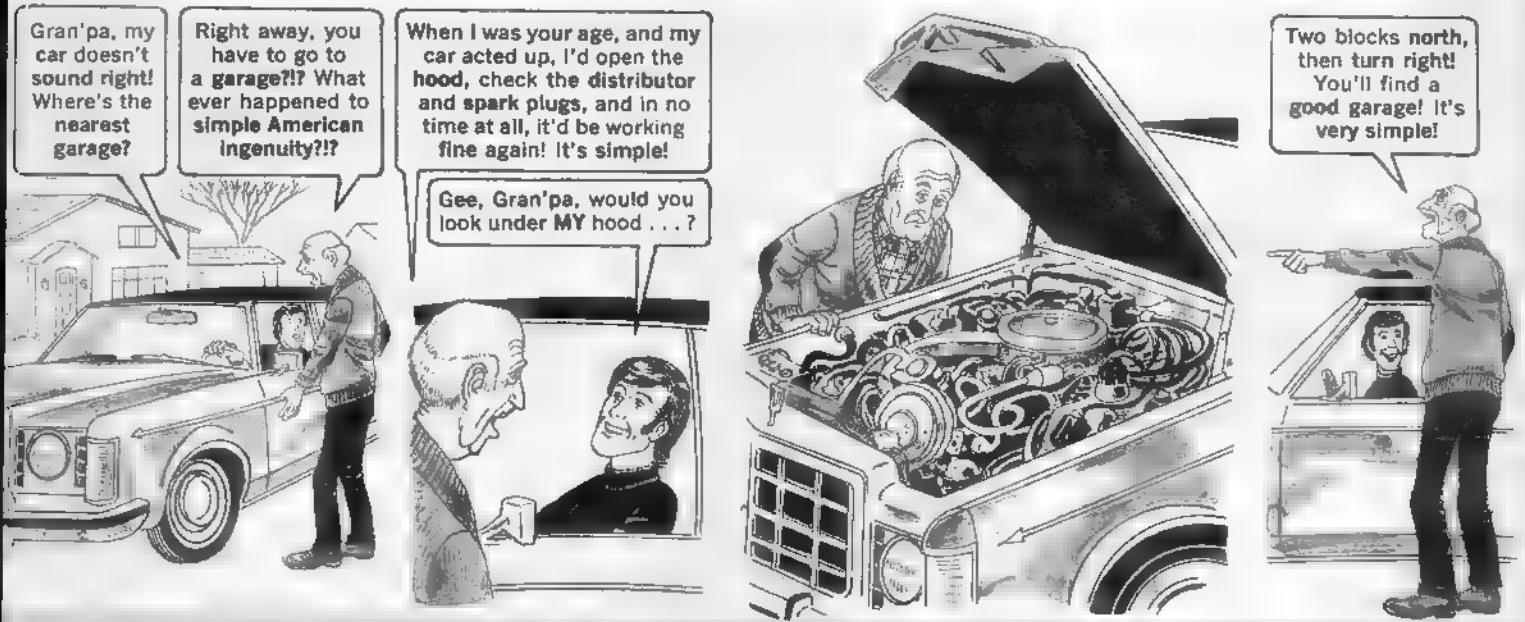
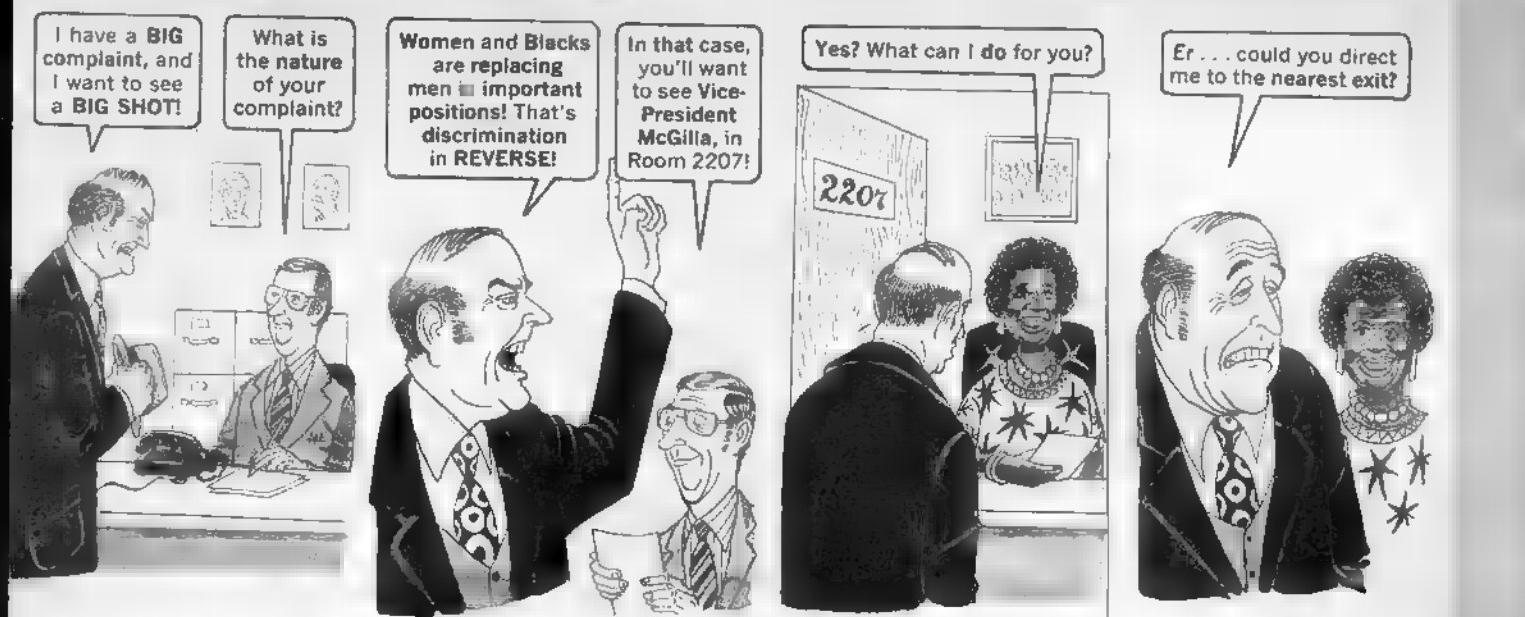
Oh ... bless you!

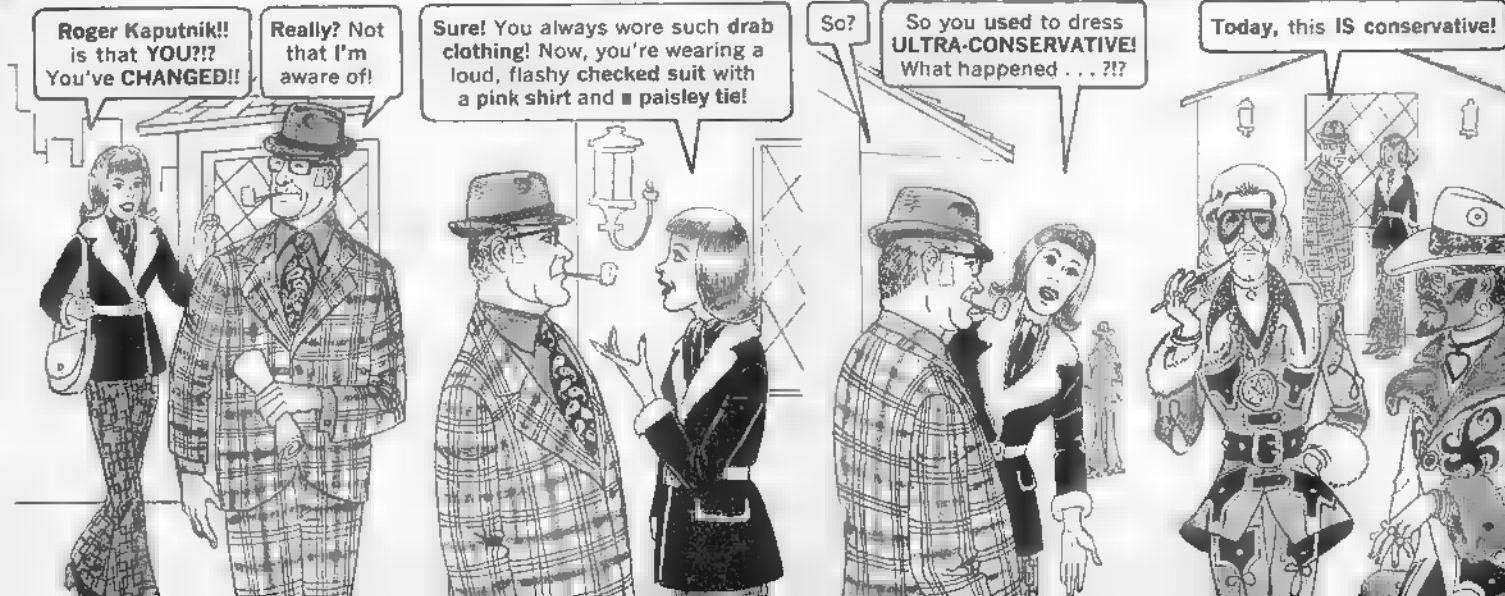
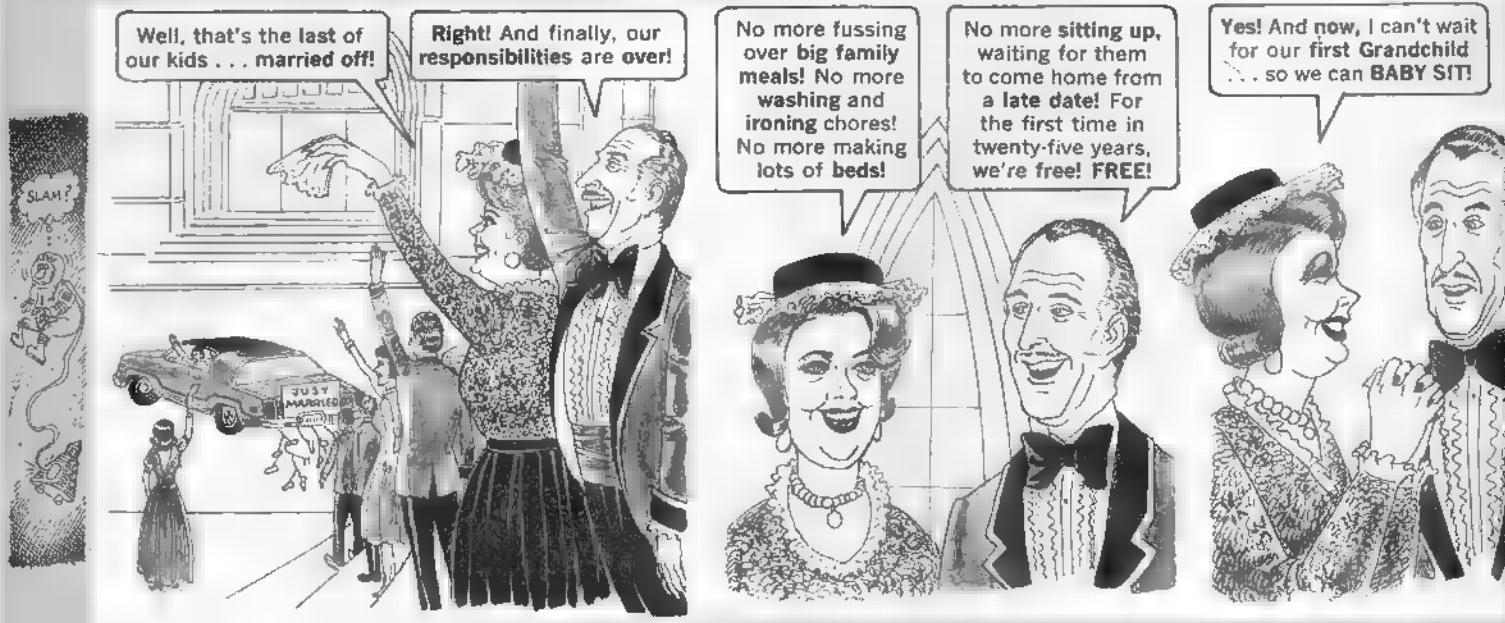
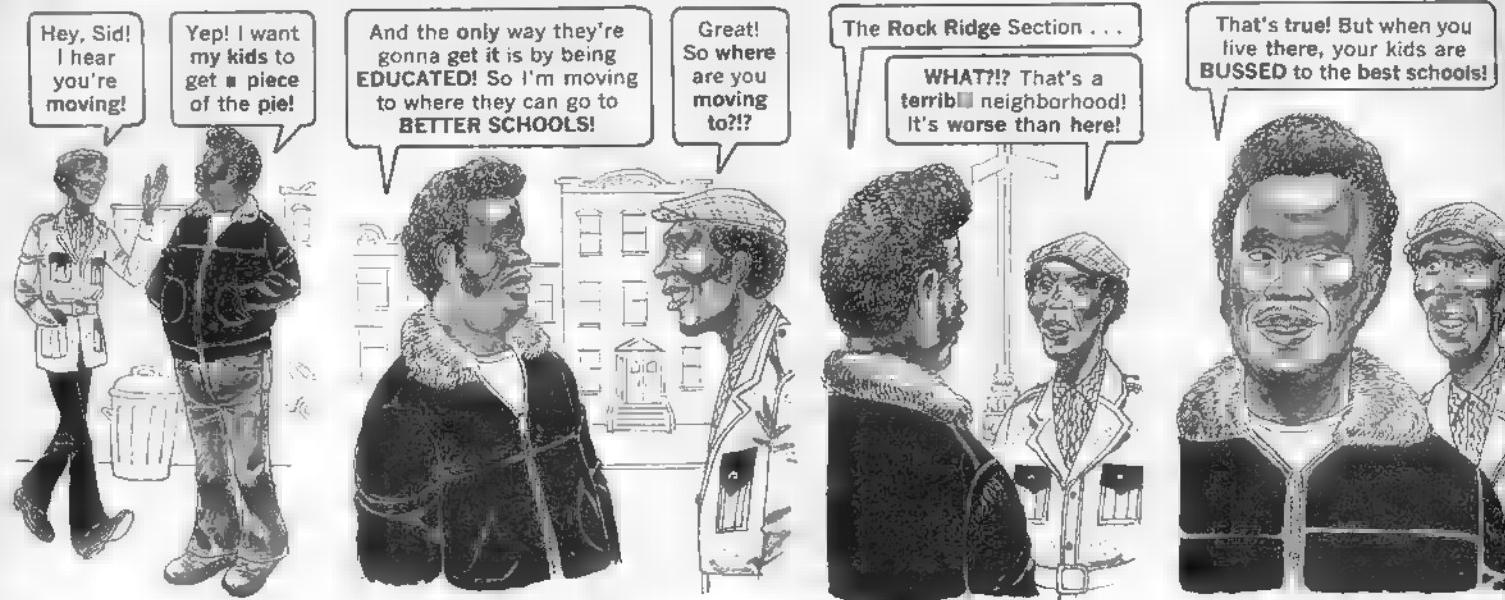
What's the matter, Tony? You look pale!

Yeah, Tony! How come you didn't make it with that chick?

Because ... gulp ... she really is a Sister!







I can remember back when I didn't have to lock my car doors, and all my neighbors were really good neighbors!

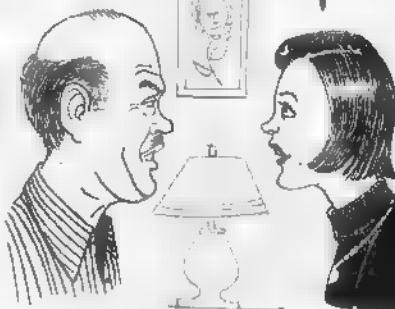


Then, things began to change! Not only did I have to lock my car, but I had to install an ALARM SYSTEM!



Sure enough, one night, someone tried to break into my car which set off the alarm which started an ear-piercing racket that could be heard for blocks! But not ONE neighbor wanted to get involved! NOBODY tried to stop the crook!

My gosh! What did you do?!



Nothing!! I didn't want to get involved either!!



Por favor, Señor! Habla usted Español?

Sorry, but I simply cannot understand you!

We should really make more of an effort to communicate with these locals . . . !



Ever since we arrived here as tourists, I've felt so stupid! Everybody speaks Spanish but me—even little kids!

When in Rome, do as the Romans do . . . !

But we're NOT IN ROME!!

THIS IS THE UNITED STATES!

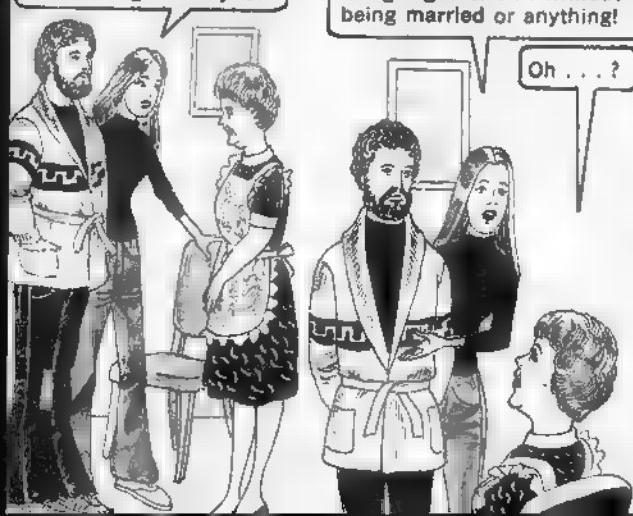


Mother, you'd better sit down! John and I have something to tell you!

For the past six months, John and I have been—uh—living together . . . without being married or anything!

Oh . . . ?

Considering what a strait-laced, puritanical square my Mother is, she took it rather well!



YAAAAA!





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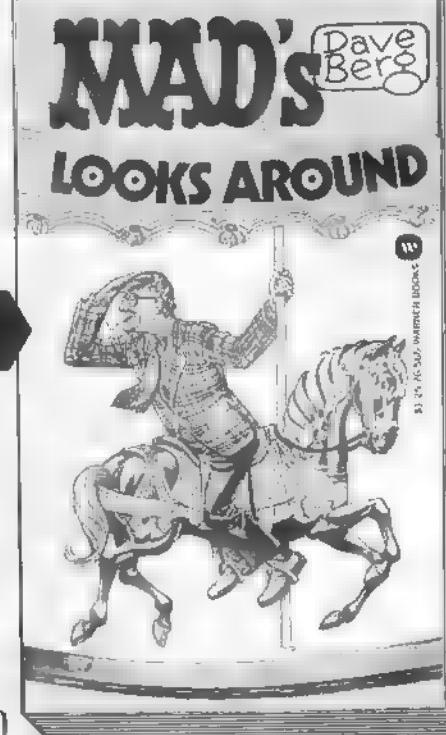
AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT ALONG WITH THEM BLAMING:

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> The Bedside MAD | <input type="checkbox"/> Burning MAD | <input type="checkbox"/> DON MARTIN Drops 13 Stories | <input type="checkbox"/> Return of MAD Old Movies |
| <input type="checkbox"/> Son of MAD | <input type="checkbox"/> Good 'n' MAD | <input type="checkbox"/> DON MARTIN's Captain Klutz | <input type="checkbox"/> MAD-Vertising |
| <input type="checkbox"/> The Organization MAD | <input type="checkbox"/> Hopping MAD | <input type="checkbox"/> DON MARTIN Cooks | <input type="checkbox"/> A MAD Look at TV |
| <input type="checkbox"/> Like MAD | <input type="checkbox"/> The Portable MAD | <input type="checkbox"/> D MARTIN Comes On Strong | <input type="checkbox"/> AL JAFFEE's Snappy Answers |
| <input type="checkbox"/> The Ideas of MAD | <input type="checkbox"/> MAD Power | <input type="checkbox"/> D MARTIN Carries On | <input type="checkbox"/> AL JAFFEE's MAD Book of Magic |
| <input type="checkbox"/> Fighting MAD | <input type="checkbox"/> The Dirty Old MAD | <input type="checkbox"/> DON MARTIN Steps Further Out | <input type="checkbox"/> More AL JAFFEE Snappy Answers |
| <input type="checkbox"/> The MAD Frontier | <input type="checkbox"/> Polyunsaturated MAD | <input type="checkbox"/> DAVE BERG Looks at the U.S.A. | <input type="checkbox"/> AL JAFFEE's MAD Monstrosities |
| <input type="checkbox"/> MAD in Orbit | <input type="checkbox"/> The Recycled MAD | <input type="checkbox"/> DAVE BERG Looks at People | <input type="checkbox"/> Aragones's "Viva MAD" |
| <input type="checkbox"/> The Voodoo MAD | <input type="checkbox"/> The Non-Violent MAD | <input type="checkbox"/> DAVE BERG Looks at Things | <input type="checkbox"/> Aragones's MAD about MAD |
| <input type="checkbox"/> Greasy MAD Stuff | <input type="checkbox"/> The Rip-Off MAD | <input type="checkbox"/> DAVE BERG Modern Thinking | <input type="checkbox"/> Aragones's MAD-ly Yours |
| <input type="checkbox"/> Three Ring MAD | <input type="checkbox"/> The Token MAD | <input type="checkbox"/> DAVE BERG Our Sick World | <input type="checkbox"/> Aragones's In MAD We Trust |
| <input type="checkbox"/> Self-Made MAD | <input type="checkbox"/> The Pocket MAD | <input type="checkbox"/> DAVE BERG Looks at Living | <input type="checkbox"/> Aragones's MAD as the Devil |
| <input type="checkbox"/> The MAD Sampler | <input type="checkbox"/> The Invisible MAD | <input type="checkbox"/> DAVE BERG Looks Around | <input type="checkbox"/> MAD for Better or Verse |
| <input type="checkbox"/> World, World, etc. MAD | <input type="checkbox"/> Dr. Jekyll & Mr. MAD | <input type="checkbox"/> The All-New SPY vs. SPY | <input type="checkbox"/> Sing Along With MAD |
| <input type="checkbox"/> Raving MAD | <input type="checkbox"/> Steaming MAD | <input type="checkbox"/> SPY vs. SPY Follow Up File | <input type="checkbox"/> MAD About Sports |
| <input type="checkbox"/> Boiling MAD | <input type="checkbox"/> MAD At You | <input type="checkbox"/> 3rd MAD Dossier of SPY vs. SPY | <input type="checkbox"/> MAD's Talking Stamps |
| <input type="checkbox"/> Questionable MAD | <input type="checkbox"/> DON MARTIN Steps Out | <input type="checkbox"/> 4th MAD Classified SPY vs. SPY | <input type="checkbox"/> MAD Word Power |
| <input type="checkbox"/> Howling MAD | <input type="checkbox"/> DON MARTIN Bounces Back | <input type="checkbox"/> A MAD Look at Old Movies | <input type="checkbox"/> The MAD Jumble Book |
| <input type="checkbox"/> The Indigestible MAD | | | <input type="checkbox"/> MAD Cradle to Grave Primer |

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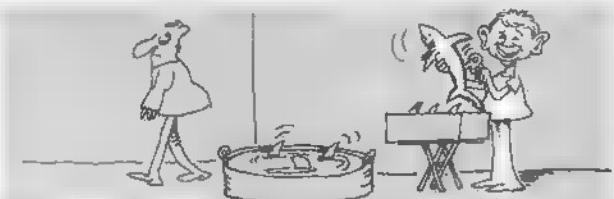


BITING HUMOR DEPT.

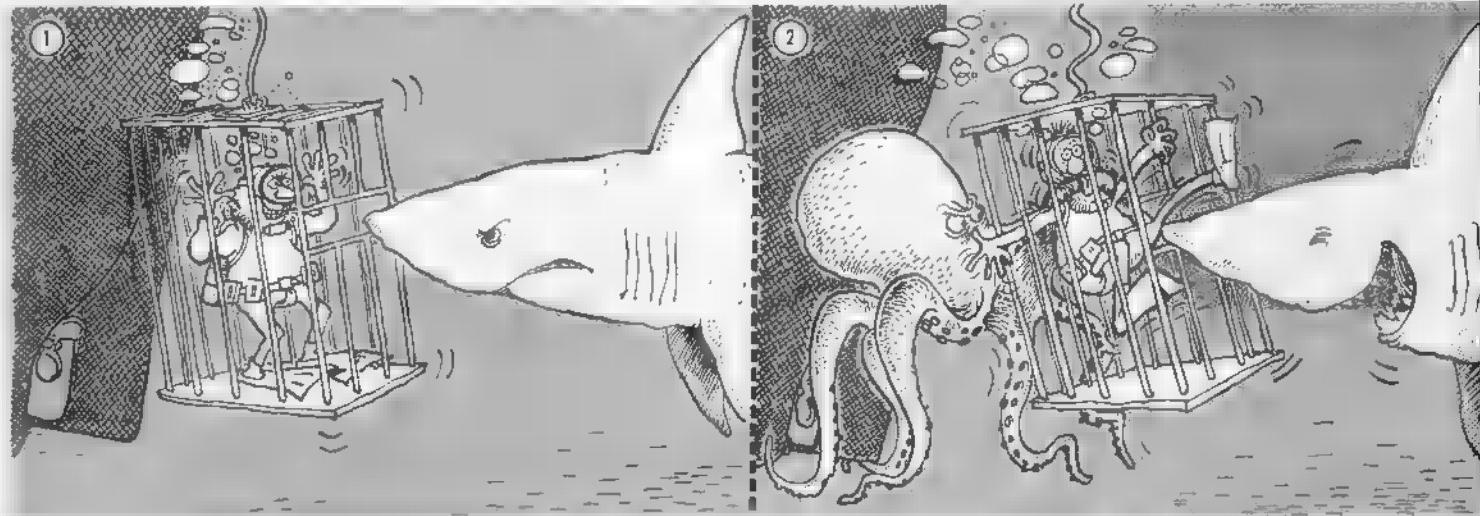
A MAD LOOK AT SHAN



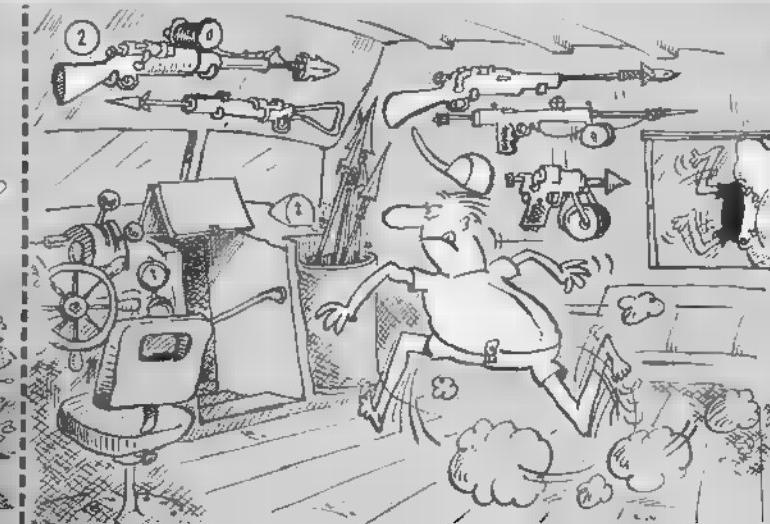
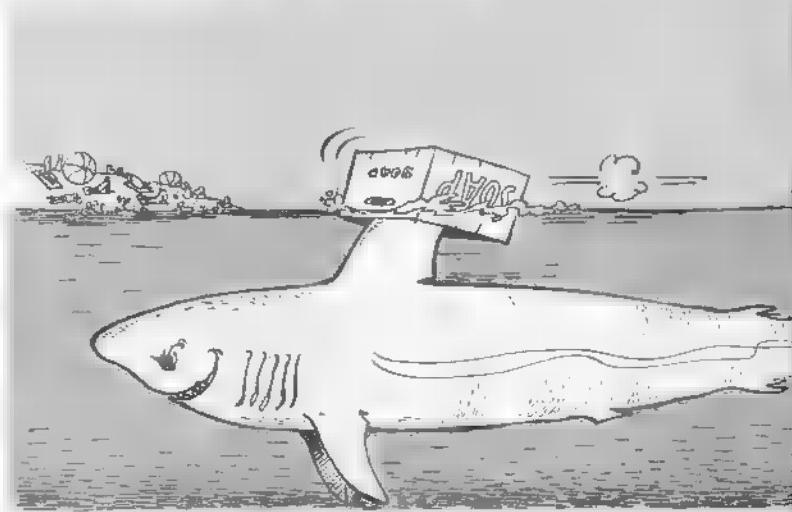
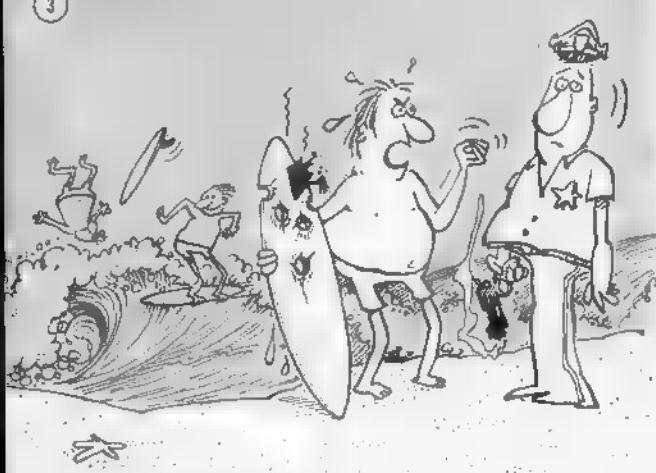
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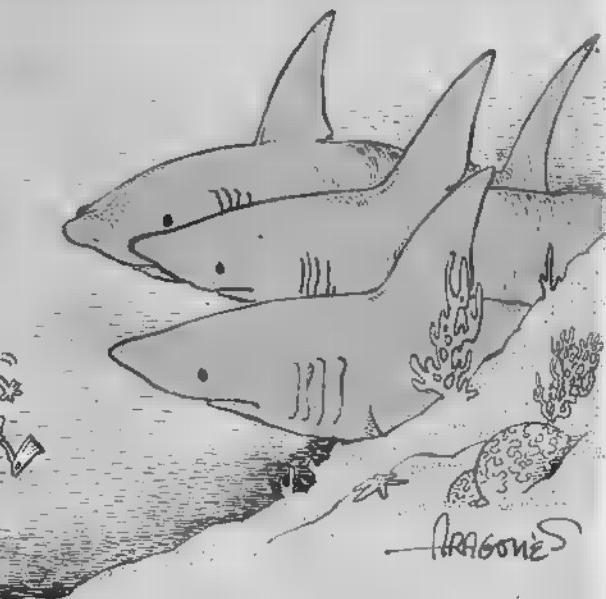
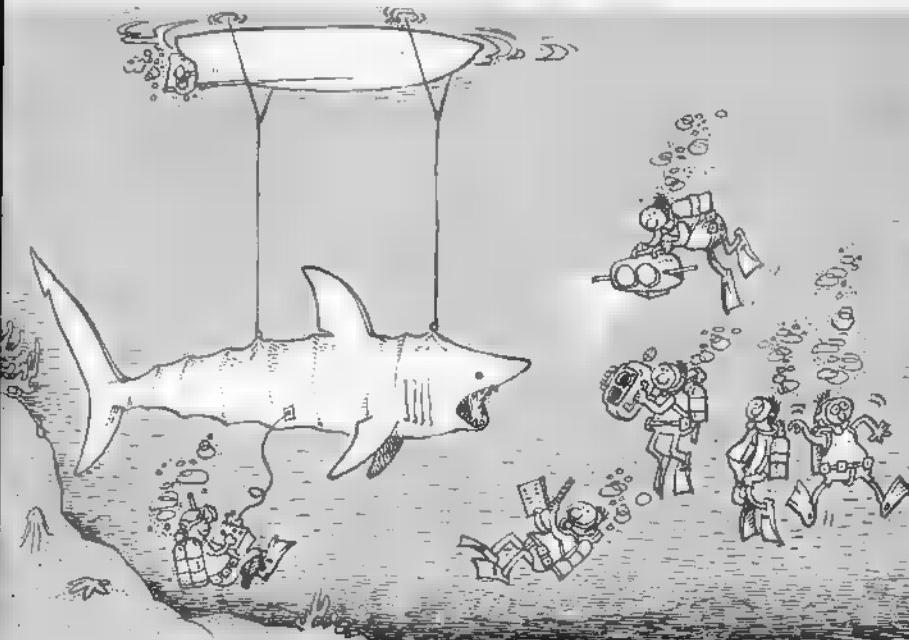
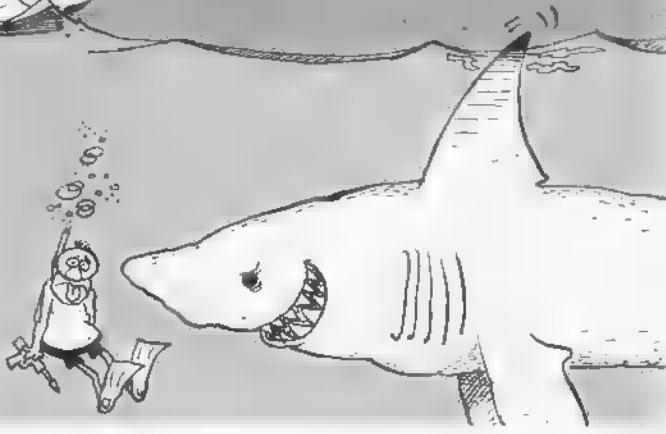


ARTIST & WRITER: SERGIO ARAGONES



3





WE'RE SURROUNDED BY ASSASSINS DEPT.

Hi! This is Joan Byez with another in-depth interview for MAD Magazine! A strange choice for a guest interviewer? Well, not nearly as strange as the man I've been asked to interview! This is Special Agent G. Howard Wasp...



MAD'S CIA AGENT OF THE YEAR



Agent Wasp . . . I must congratulate you on your use of this airline as a cover for your CIA activities!

How did you know this is a CIA company?

It's the only airline in the country making a PROFIT!! But tell me—what is the real purpose of the CIA?

Our main thrust is the gathering of intelligence! By using this vital information, we help keep our nation strong and our people free!

And how do you gather this vital information?

By bugging offices . . . tapping telephones . . . reading private mail . . . breaking into psychiatrist's offices and stealing files . . .

And are these dirty tricks used against the people that the CIA considers to be America's ENEMIES?

Naahh . . . this is what we do to AMERICANS!!

We could never get away with that sort of hanky-panky in a FOREIGN COUNTRY!



ARTIST: PAUL COKER, JR.

WRITER: LOU SILVERSTONE

But, Agent Wasp . . .

Er—would you mind speaking a bit louder into this plant . . . ?

I have a very strange feeling that this plant is bugged . . . !

Hmmm, you seem to be familiar with Undercover Methodology!

Oh, I AM! I've seen almost every James Bond movie!

What would you say was the most successful operation of the CIA . . . ?

Hmmm! There were so many! Personally, I liked the recovery of that Russian submarine!

Do you think it was worth spending over 300 million dollars for a section of an 18-year-old submarine?

It so happens we recovered some pretty valuable stuff when we raised that section!

Oh . . . ? You picked up some secret Russian decoding information?

No . . . we picked up six cases of Russian Vodka! The good stuff! You can't get it anywhere!

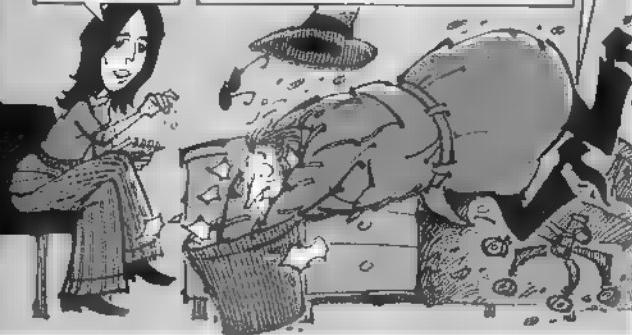


Hey!! That's SABOTAGE!

All I did was throw a gum wrapper into your wastepaper basket . . . !

It may be just a wastepaper basket to you, but in enemy hands, it's a gold mine of intelligence information! We have trash inspection twice a day, and if the Chief finds anything important in any of them . . . man, it's bad news!

I'm sorry! Had I known, I would have SWALLOWED the stupid thing!



Don't joke! The CIA has a phony Cleaning Service that picks up the trash from foreign embassies and airlines, recovering valuable items like this!

It looks like a—yeccch—a USED Kleenex!

Only to YOUR un-trained eye! But to us, it tells us plenty about the health of a Russian biggie! See? He has a COLD!

Lucky he doesn't have diarrhea!



This is one of the most important Departments of our organization!

Is this where you plan your COVERT strategies?

No, this is where we dream up excuses in case anything goes wrong!

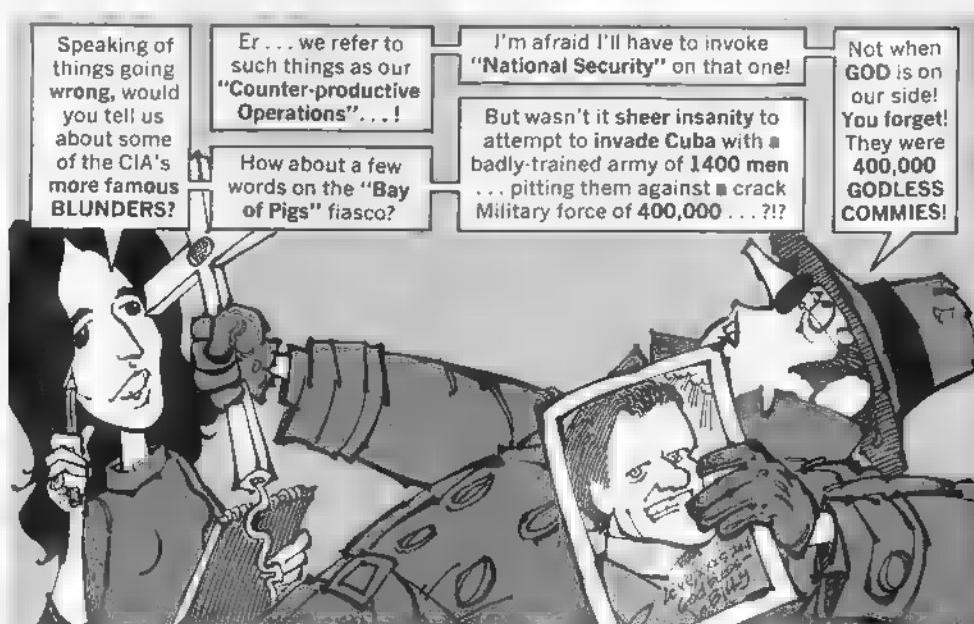
Speaking of things going wrong, would you tell us about some of the CIA's more famous BLUNDERS?

Er . . . we refer to such things as our "Counter-productive Operations" . . . !

I'm afraid I'll have to invoke "National Security" on that one!

But wasn't it sheer insanity to attempt to invade Cuba with a badly-trained army of 1400 men . . . pitting them against a crack Military force of 400,000 . . . ??

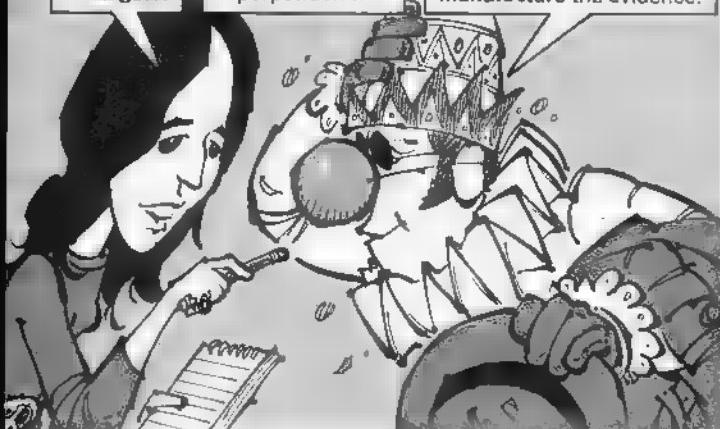
Not when GOD is on our side! You forget! They were 400,000 GODLESS COMMIES!



Frankly, was the CIA involved in any way with Watergate?

The total extent of our involvement was in providing fiendishly clever disguises like this one to the perpetrators!

But if WE'd handled the Watergate account, you can rest assured WE would've linked the Democrats to the Commies . . . even if we had to manufacture the evidence!

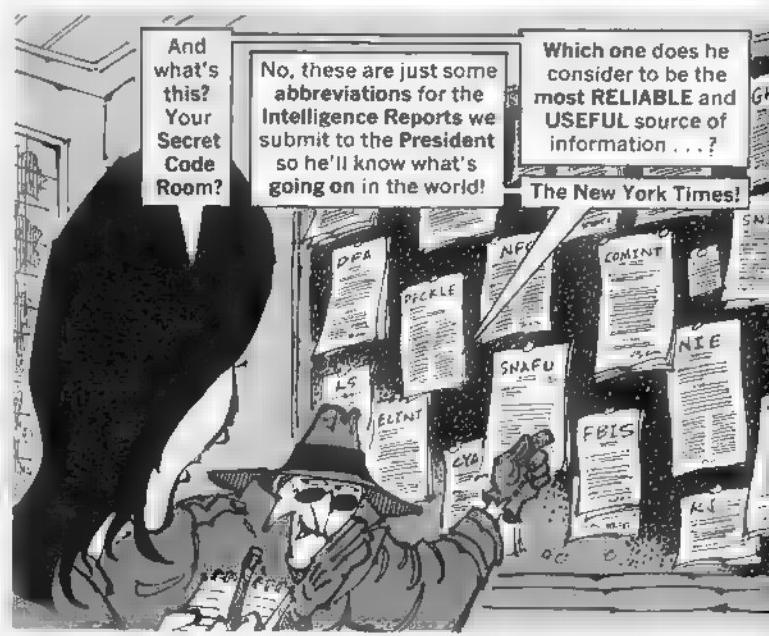


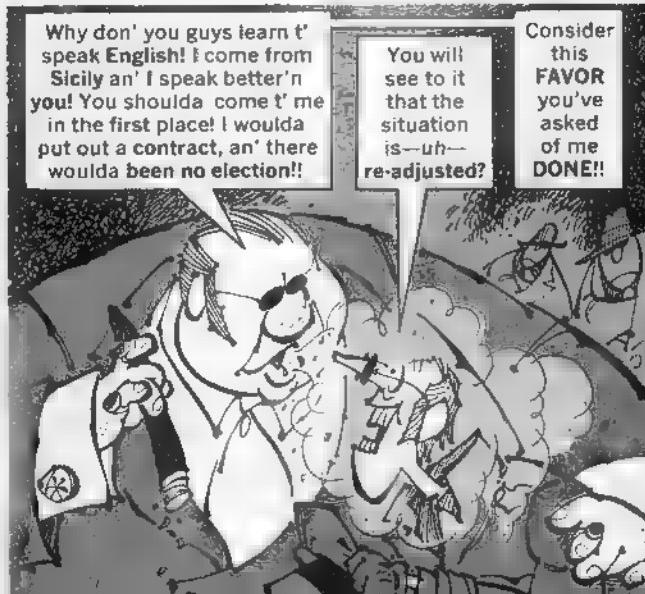
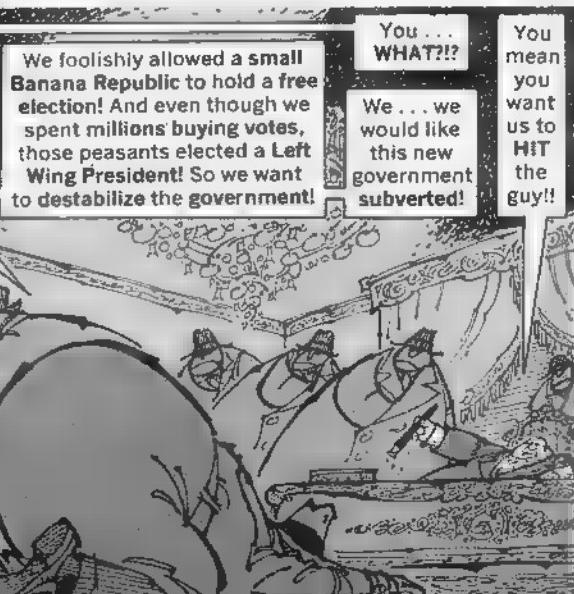
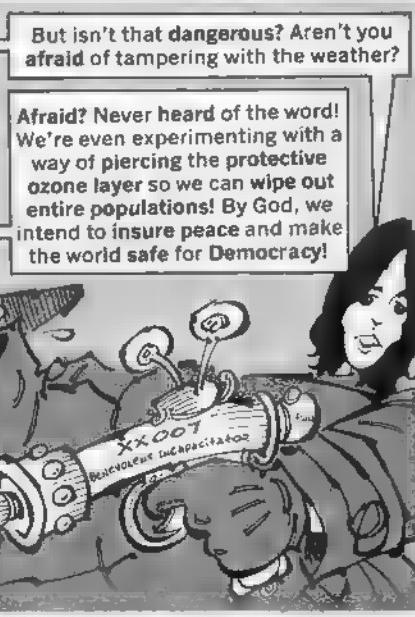
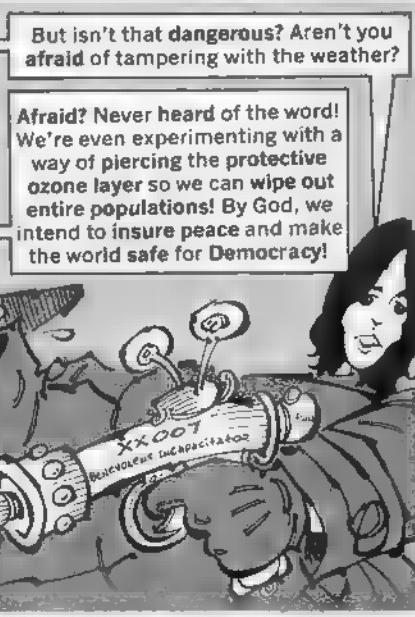
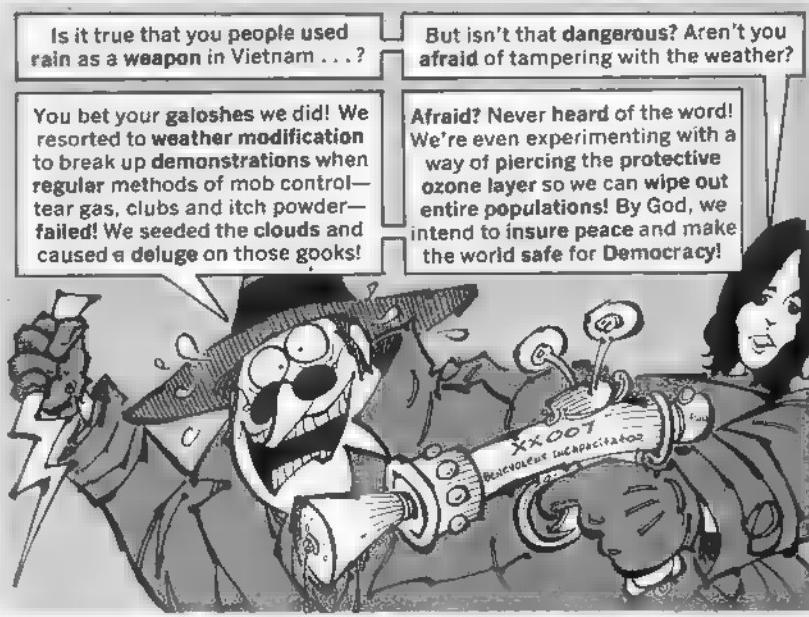
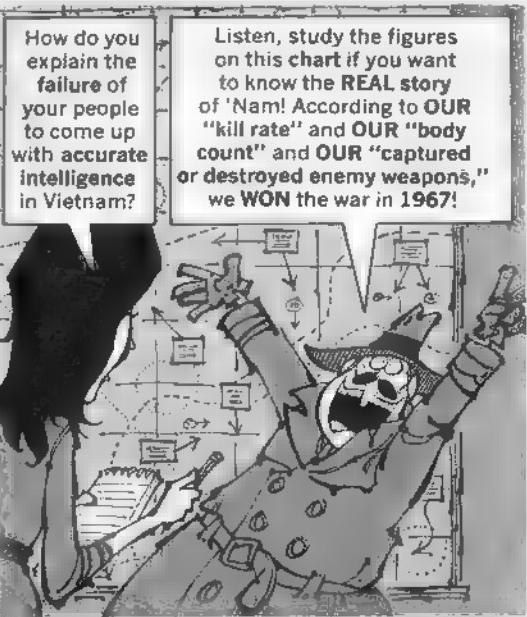
And what's this? Your Secret Code Room?

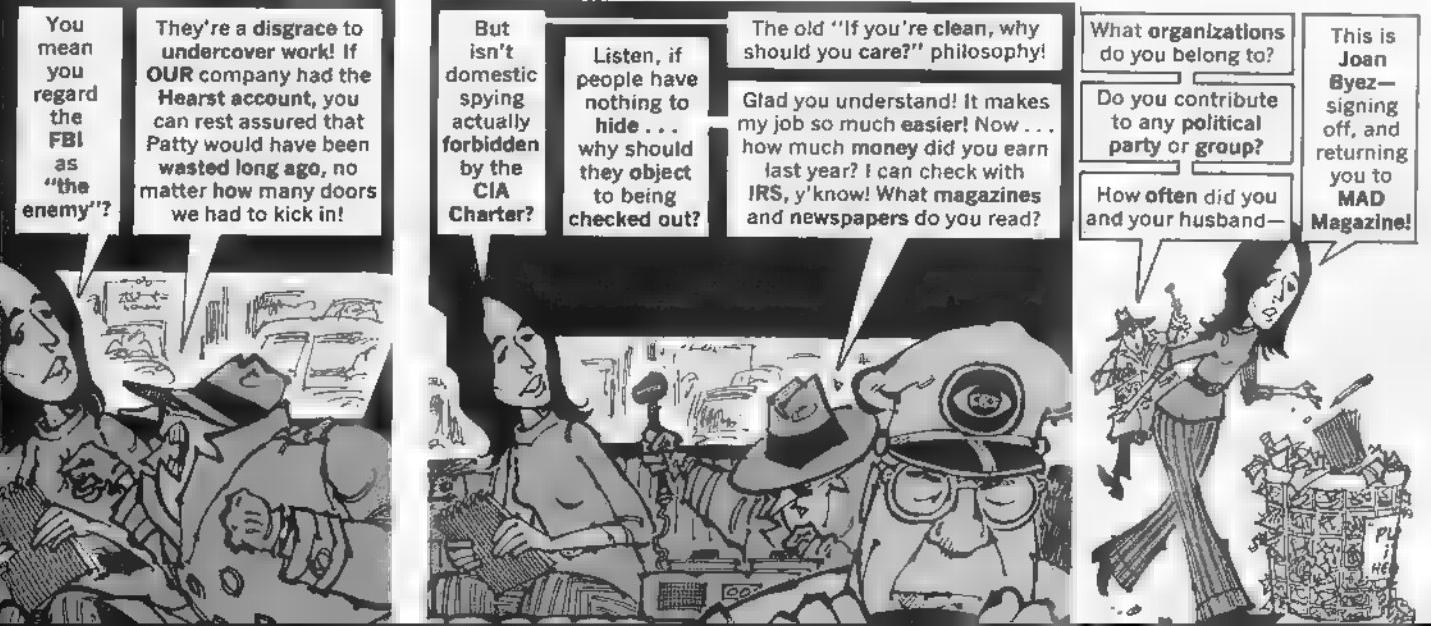
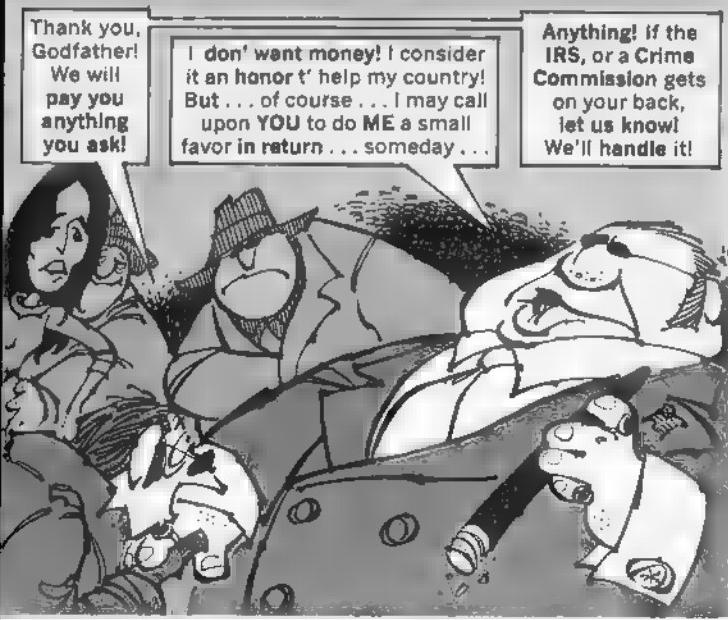
No, these are just some abbreviations for the Intelligence Reports we submit to the President so he'll know what's going on in the world!

Which one does he consider to be the most RELIABLE and USEFUL source of information . . . ?

The New York Times!

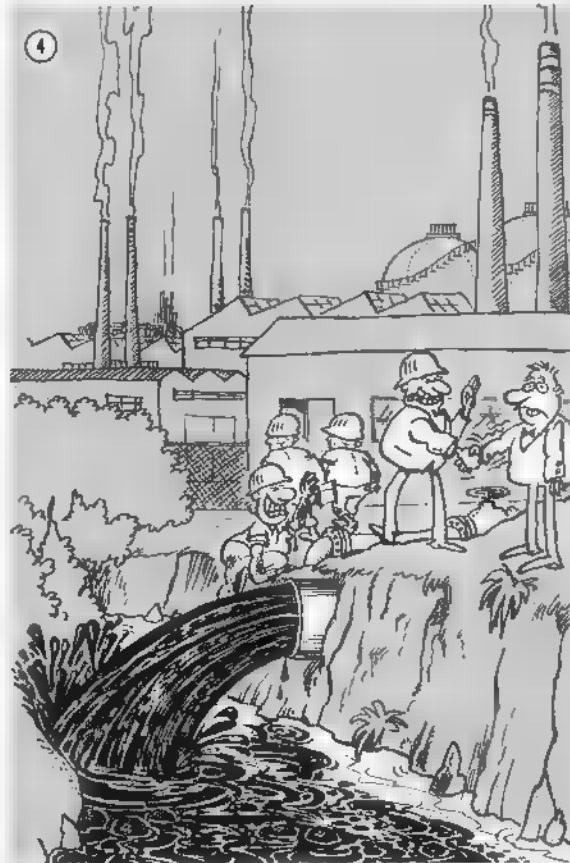
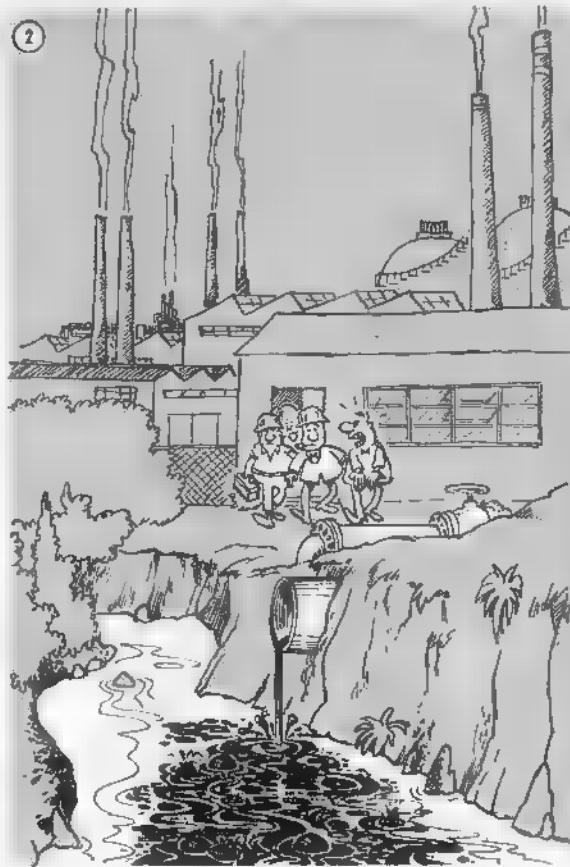
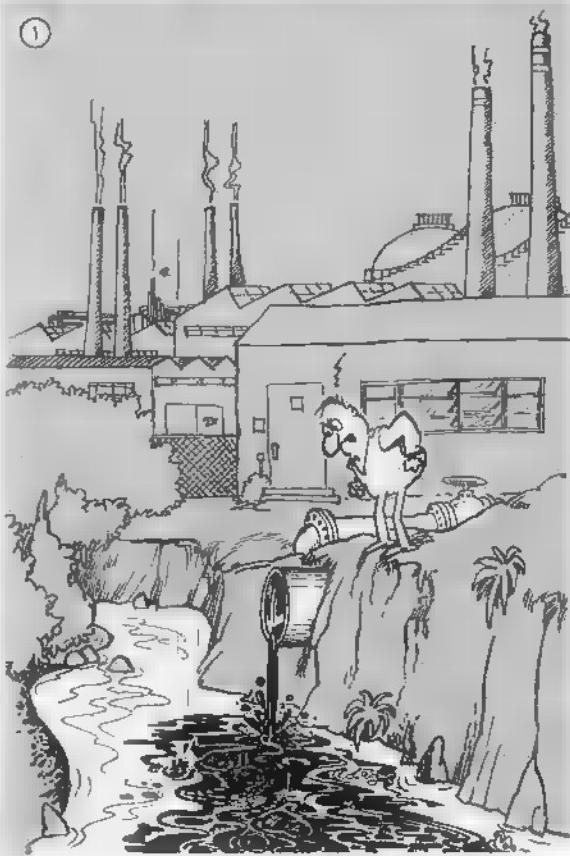






ECCHOLOGY DEPT.

Pollution Alert





WEARY OF RELATIVITY DEPT.

As Albert Einstein explained, Time is relative. Which means that, sometimes, Time passes faster or slower than other times. You find that hard to believe?

TIME DRAGS...

TIME DRAGS ...



...when you're waiting your turn on the roller coaster.

TIME FLIES ...



...when you're on the ride.

TIME DRAGS ...



...when you're waiting for your Mother in the Hat Department.

TIME DRAGS ...



...when your football team is winning by only 2 points.

TIME FLIES ...



...when your football team is losing by only 2 points.

TIME DRAGS ...



...between being a child... and becoming a young adult.

TIME DRAGS ...



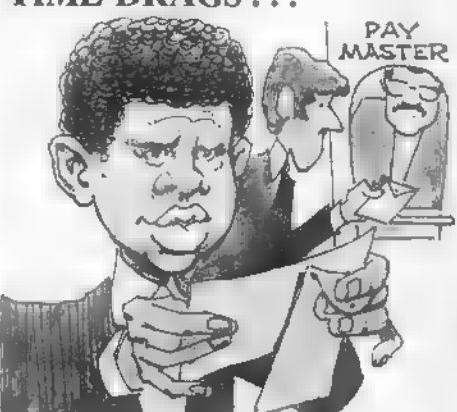
...till her parents go out.

TIME FLIES ...



...before they come back.

TIME DRAGS ...



...between paychecks.

Well, notice how fast Time goes when you're enjoying yourself, as compared to how slow it passes when you're reading a dull article like this one, called . . .

TIME FLIES...

ARTIST:
JACK RICKARD

WRITER:
STAN HART

TIME FLIES...



...when your Mother is waiting for you in the Toy Department.

TIME DRAGS...



...waiting for Xmas morning, so you can open your presents.

TIME FLIES...



...before they're all broken.

TIME FLIES...



...between being a young adult ... and becoming an old adult.

TIME DRAGS ...



...waiting for someone to get out of the bathroom.

TIME FLIES...



...before someone wants you to get out of the bathroom.

TIME FLIES...



...between bills.

TIME FLIES ...



...between Dentist appointments.

TIME DRAGS ...



...when he's drilling your tooth.

ATTENTION!

There's a gimmicky film filled with special effects, that also features

SENSELESS ROUNDS

of inane dialogue. Please be aware that this satire features the same thing, and that ■ you read it and see the pictures, you will suddenly start ■ feel something. Therefore, the Editors take no responsibility for your physical or your emotional reactions . . . or your dry cleaning bills . . . ■ you read through MAD's

PLAYING IT FOR SHAKE VALUE DEPT.



Hii! I'm back from jogging, Seamy! Hey—why is it so dark in here?

It's supposed to set the mood for the catastrophe that's coming!

You mean the Earthquake??!

No . . . ME . . . when I step out into the daylight . . . and everyone sees how I've AGED after all these years!

I'm afraid I don't have time for breakfast!

After all the trouble I went to?! Instant Coffee doesn't KEEP once it's mixed with water, y'know!

I promised to drop off an autographed football for little Borey, the Widow Marshmallow's kid!

Hah! Don't make me laugh! You haven't played football in twenty years!

Well, you haven't ACTED in twenty years, and you're making ME laugh!

Y'know, there's only ONE thing that's keeping me from getting drunk this early in the morning!

Let me guess! We ran out of BOOZE!!

No, smarty! I'm ALREADY drunk! And just so's I'd have something to nosh on, I ate this whole jar of white peanuts!

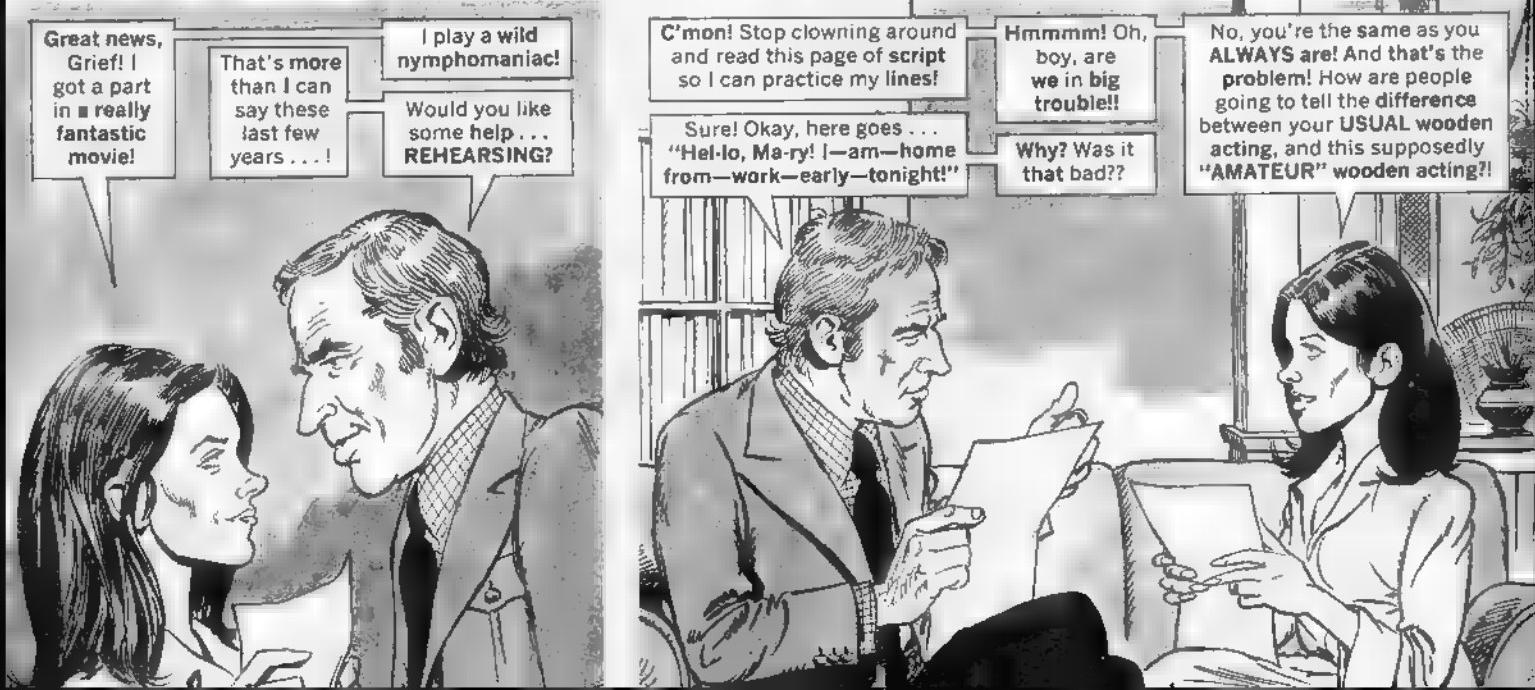
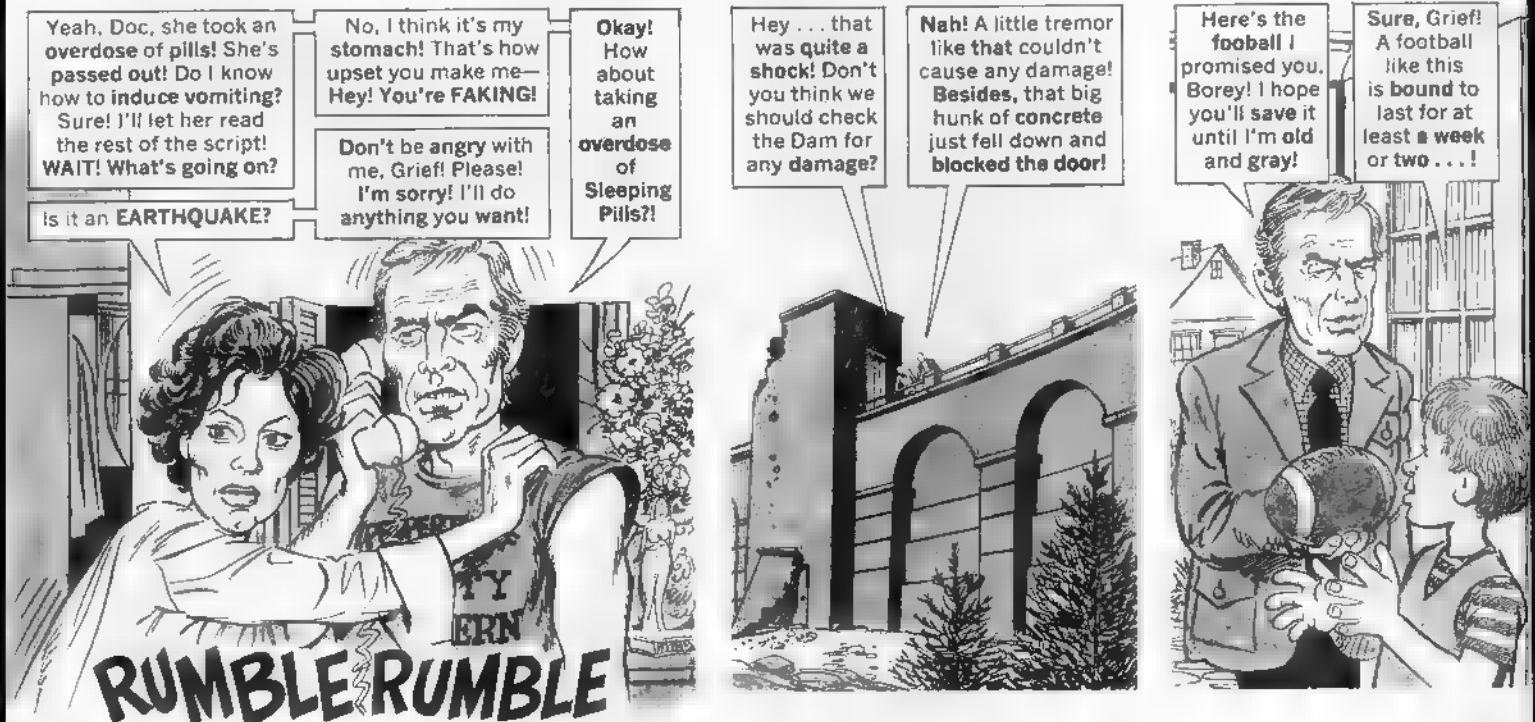
Y-you ate this—this entire jar of Sleeping Pills??!! Oh, God . . . say it isn't so! Those pills cost over 50¢ each!!





ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO



Listen, kid! You're only a lousy Assistant here! So far this year, every time you said we were going to have a tremor, we HAD one! NOW you say we're going to have a MAJOR EARTHQUAKE??!

That's what I've figured out, Sir!

Well, let me warn you! If we DO, any damage it 'does will come out of YOUR PAY!



Well, how was that? I did it just like you said! Up the ramp . . . down the ramp . . . over the loop-the-loop . . . through the flaming ring . . . out the zig-zag—

Well, not EXACTLY like I said, Milds! You were supposed to do it ON the Motorcycle . . . !

Did you say ON the Motorcycle??! Man, I'd KILL myself! JOGGING over that thing was hard enough!



Mayor, I called you here because there is a remote possibility that we will have a major Earthquake! I say remote, because the man who has predicted it has been 100% accurate so far . . . but he's only a Seismographic Assistant!

Well, since it is ONLY a remote possibility, and since I wouldn't want to see a panic, I think I'll just take my family and go to a nice safe location! Then, once I'm safely away, you can call out the National Guard . . . and my family won't panic!

All you have to do is sit behind me on my bike as I loop-the-loop, jump this 30-foot stretch of sharp pickets and leap through a wall of flame at 100 miles an hour!

Not me! I'm not doing anything like that with you!

You know what your problem is, Baby? You're filled with RACIAL PREJUDICE!



Attention, please! The following announcement has NOTHING to do with a major Earthquake that could wipe out this entire city, and kill each and every one of you listening! It is merely a precautionary measure designed to mobilize the manpower necessary to cope with destruction and death! Will the following National Guard Units report immediately! The Heavy Earth-Moving Battalions, the Emergency Rescue Teams, the Riot Control Units, the Plague, Pestilence and Typhoid Troops, and—oh, yes—the Store Clerks Battalion!

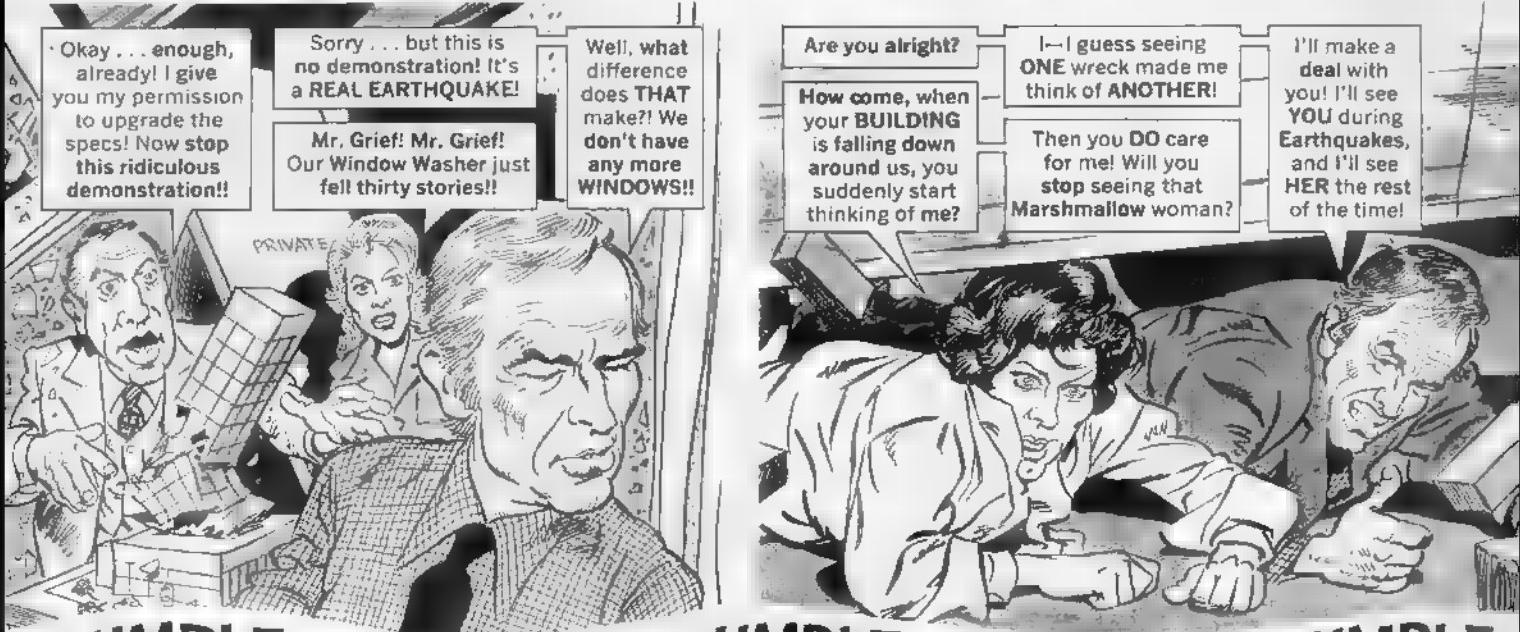
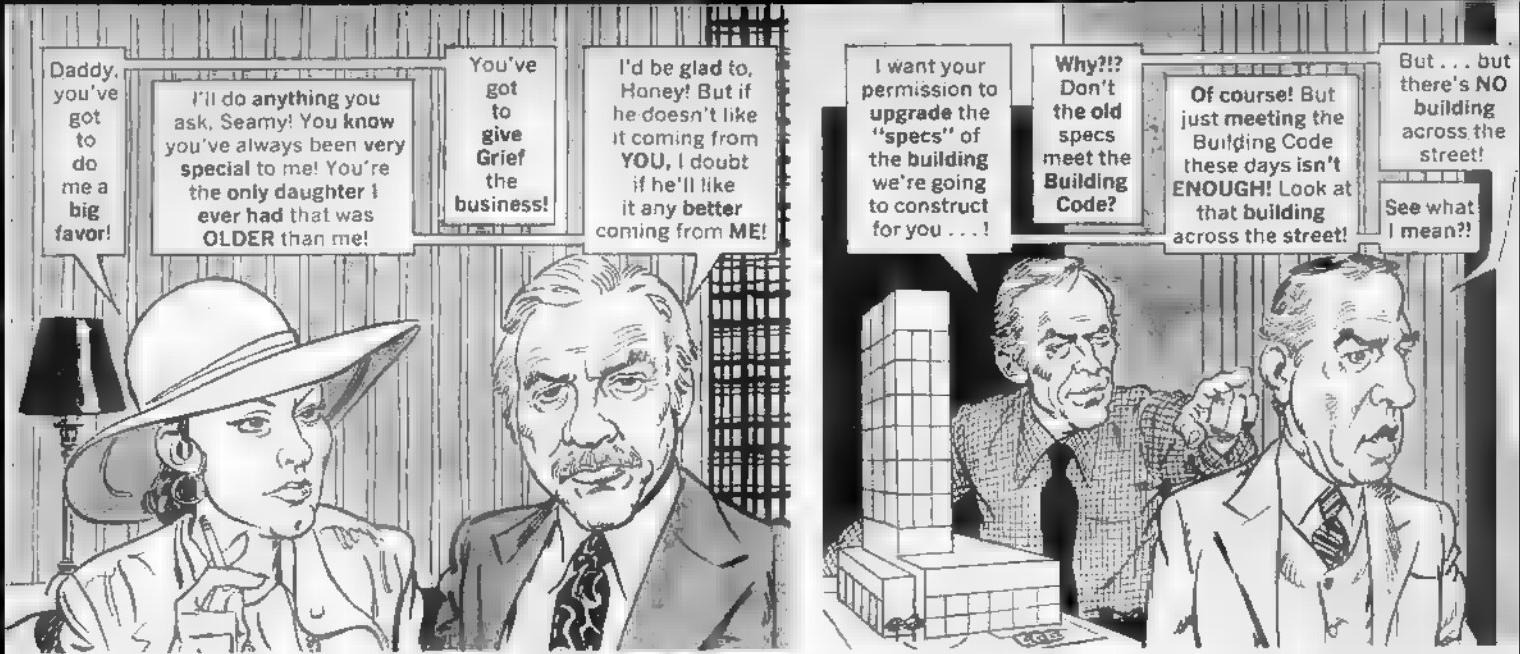


We've got a big Las Vegas agent coming down to look at our act. Slayed! So you gotta help us! You gotta lend us the money to buy some more of these "MILDS" tee-shirts! Just look at how one of them looks on Posa . . .

Oh, yeah! They're —gulp— they're really somethin'!

And that's just how they look on POSA! Imagine how they'll look on us GUYS!





RUMBLE...RUMBLE...RUMBLE...RUMBLE...RUMBLE.



NOW what are you complaining about?! For years, you have been saying you wanted to move into the Valley! Well . . . now you're in the Valley, so SHUT UP!

Excuse me, did you see a Ranch-style House with a Car Port go by here?

No, just a Church, a Post Office and a Ball Park! But I'll keep my eyes open!

Listen! Tell you what! Forget the \$5000 price I just asked for it! I'm in a good mood today! Fifty bucks takes it away!!



RUMBLE...RUMBLE...RUMBLE...RUMBLE...RUMBLE...

Good Lord! What happened?

With all the leaking gas around, that jerk just ran into his house with a lit cigarette . . .

See . . . ? Smoking really IS dangerous to your health!

Help me! I need a Doctor! I—need a Doctor!

I'm a Doctor . . . ! I can't believe it! A Doctor . . . here . . . just when I need one!

Well, there's nothing else to do! My Golf Course is one big SANDTRAP!

HEY! What are you doing?!

The Cop back there said this was an EMERGENCY . . . and we should all help ourselves! So I'm HELPING MYSELF!!



RUMBLE...RUMBLE...RUMBLE...RUMBLE...RUMBLE....

Okay . . . everybody calm down! The worst is over!

You . . . you mean the tremors are finished???

No . . . I mean we're half-way through the movie!

Now, listen! The stairs between this floor and the next five floors have been torn away! I'm going to have to lower you folks in this chair—one at a time!

Okay, girls—take off your Panty Hose!

Why? Are you thinking of using our Panty Hose to tie us into the chair?

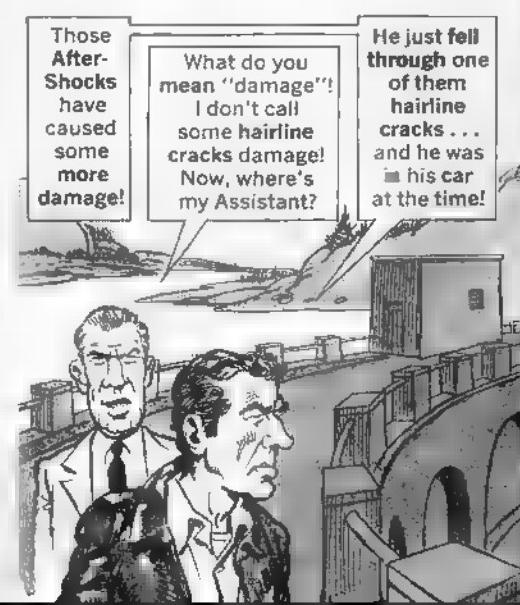
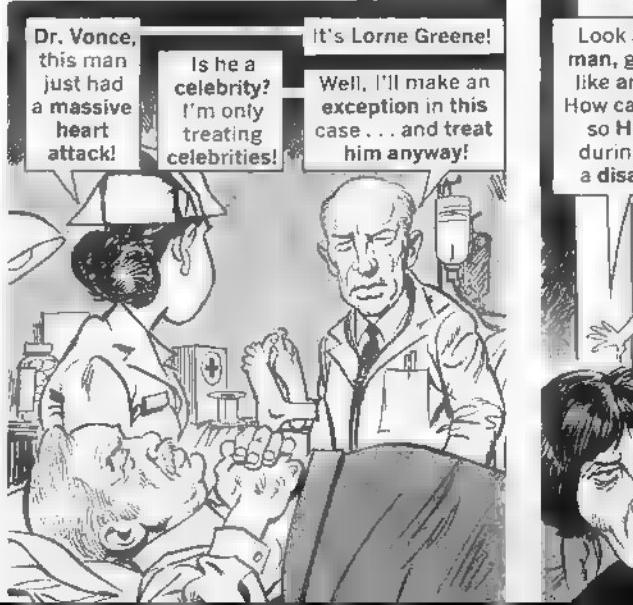
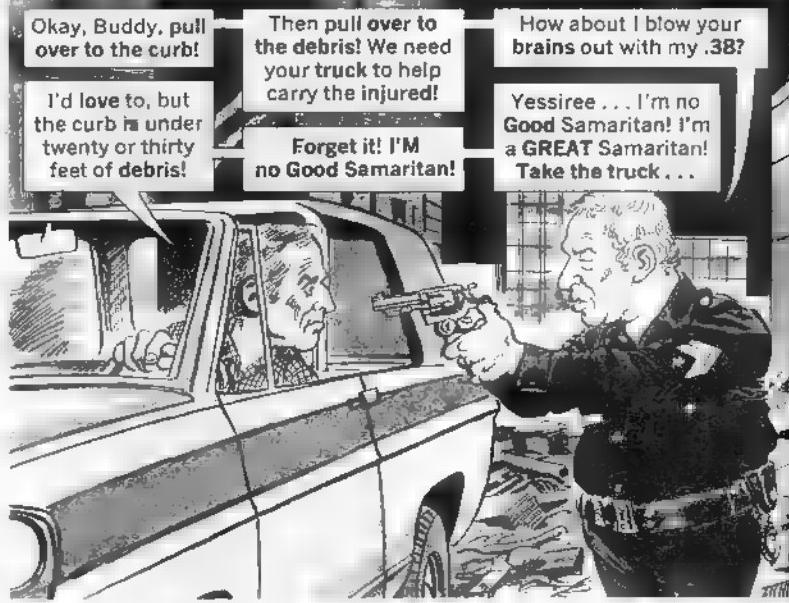
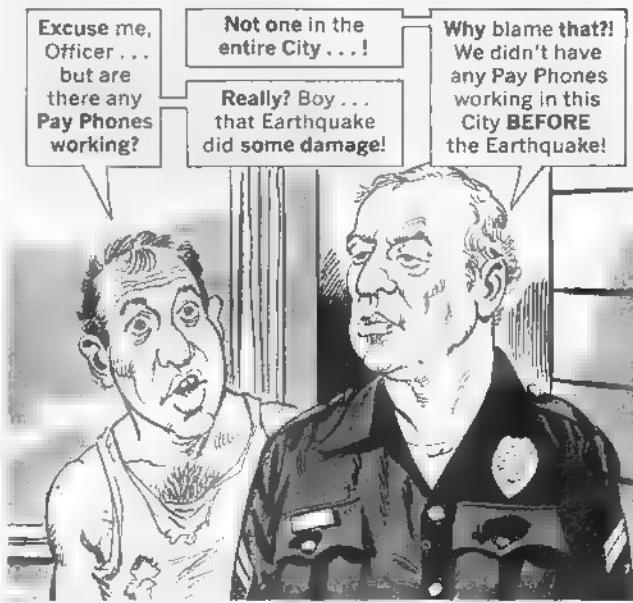
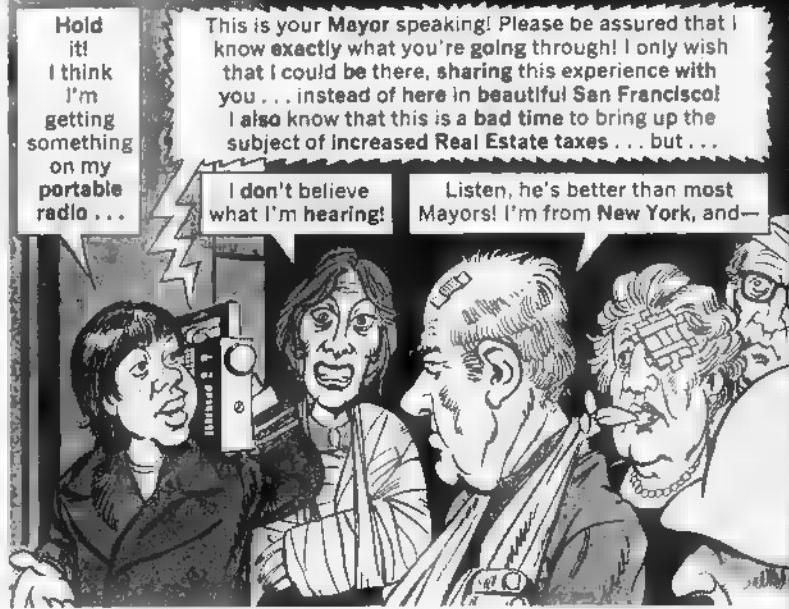
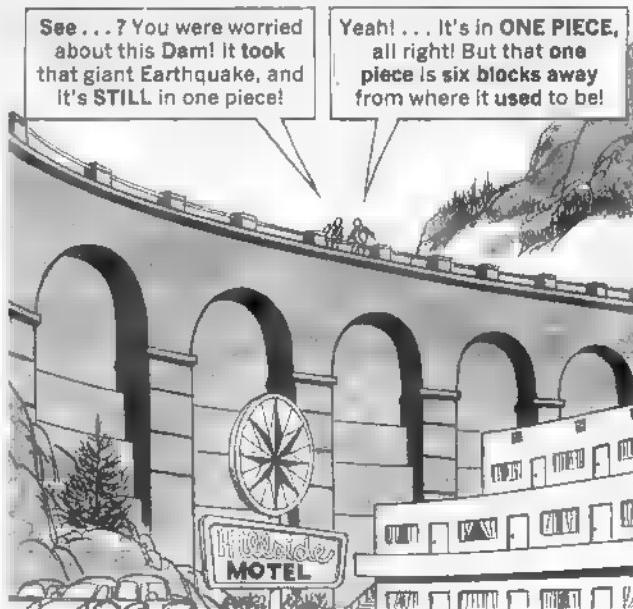
No, actually just watching girls take off their Panty Hose turns me on!

But maybe it isn't such a bad idea . . .

Here goes the first one!

HELL LLLLPP Er . . . tying her to the chair was a great idea! But an even BETTER idea would've been to tie the CHAIR to something!!





Have you seen Mrs. Marshmallow anywhere?

Yes, she was in the sub-basement of that building, but all the entrances were sealed by those last After-Shocks! There's no way you can help her!

I know! We'll dig our way into that sub-basement!

Are you crazy? Do you know how far down underground a sub-basement is?

Sure I do! In this particular building, the sub-basement is on the THIRD FLOOR! It's one that I designed! I saved a huge fortune on the digging costs!

We're trapped in here! They'll never try to reach us!

Wrong! If it was only ME trapped in here with a hundred other elderly people, they might never bother to try to rescue us! But trap one pretty, sexy love interest and—

Doctor! there's someone breaking through the wall with a jackhammer!

Hmmmm! Need I say more???



Inspector! We've got to abandon this Dam! It's—it's starting to collapse!!

I can SEE that! That's why I'm trying to reduce the pressure by draining off some of the water!!

But, Inspector! With a little CUP! At the rate you're going, it will take YEARS!!

Well, don't just STAND there, you idiot! Help me! Get me a BIGGER CUP . . . !



There's no need to panic! Sure, if the Dam breaks, most of us will die like drowning rats in a sinking ship! But Dams have been known to stand up under bigger shocks than the Earthquake we've had today!

LOOK!! Here comes the water! The Dam BROKE!!

Then again, on the other hand—let's GET THE HELL OUT OF HERE!!



Grief! It's ME! I'm here, and I'm safe!

I know! But Seamy is being carried away by the flood! I've got to save her! This is a TEST . . . !

Of LOVE . . . ?

No . . . of STUPIDITY!

Hang on Seamy! I'm coming . . .

Well, there he goes . . . trying to save her . . . choosing sure death to ME! Looks like stupidity won!



Terrible! They've all gone down the drain!

But only a few people went down the drain!

Who's talking about PEOPLE!!! I'm talking about ACTING CAREERS! And, Buddy, anyone connected with this movie just saw THEIRS go down the drain!



WHAT UNUSUAL
DINING AID
WILL SOON
BECOME A
NECESSITY
IN MANY
RESTAURANTS?

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Today, many fine restaurants are desperately trying to keep the quality of their food up, while attempting to hold their prices down. However, as a result of this effort, one special "dining aid" will soon become indispensable to people who love to dine out. To see what this item is, fold in the page as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



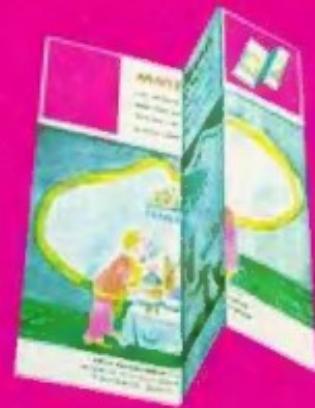
A MARVELOUS RESTAURANT'S MENU IS ITS ONLY WAY OF SIGNIFYING
GOURMET FOOD. LOW PRICES PUT IT IN A SPECIAL CLASS
FOR SHREWD DINERS. IN TODAY'S ECONOMY, THIS SORT OF THINKING
PORTRAYS THE AVERAGE FOOD LOVER'S CONCERNS AND OPINIONS

ARTIST & WRITER:
AL JAFFEE

A

B

**WHAT UNUSUAL
DINING AID
WILL SOON
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IN MANY
RESTAURANTS?**



FOLD PAGE OVER LIKE THIS!

A>B

FOLD BACK SO "A" MEETS "B"

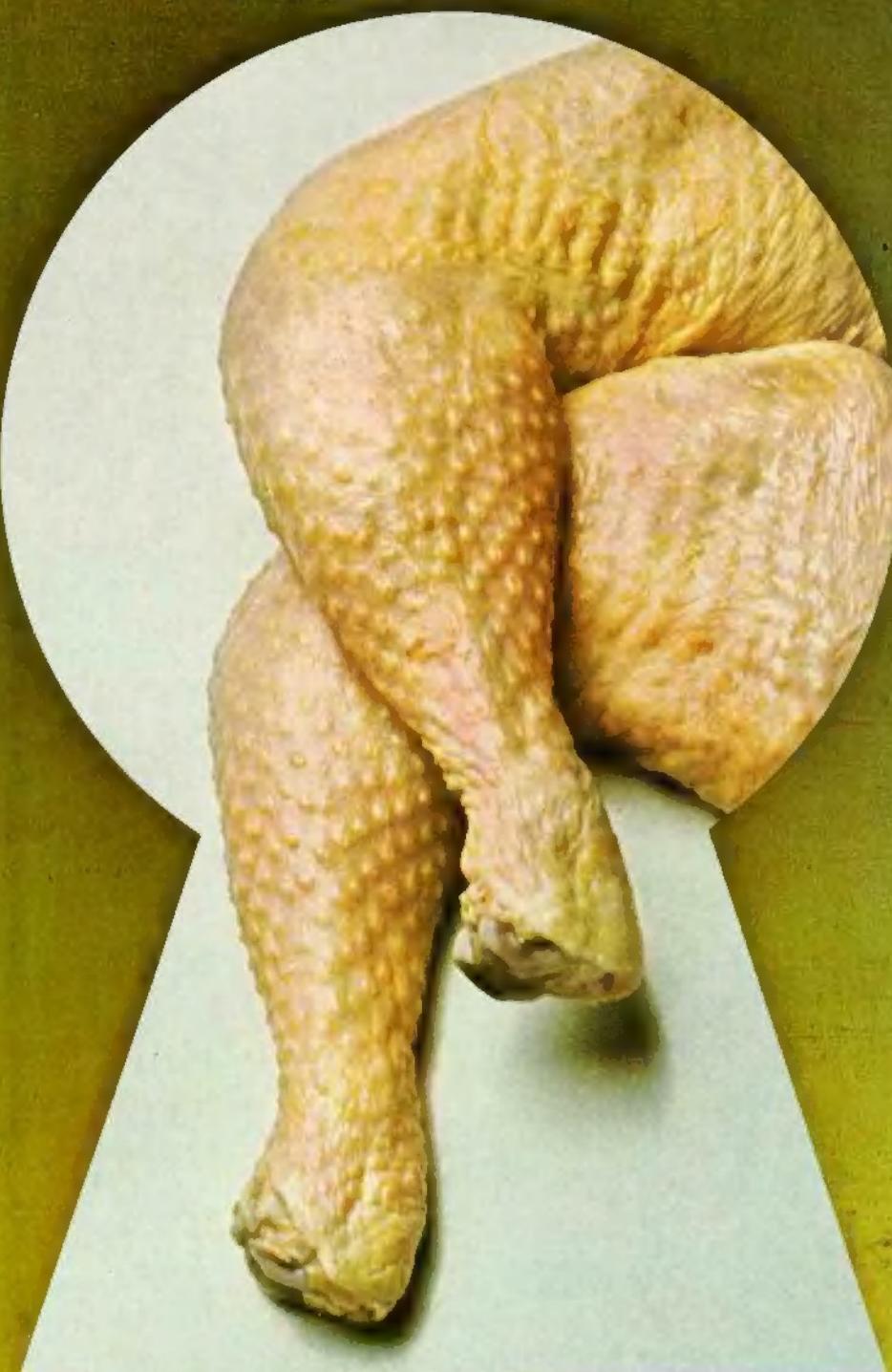


**A MAGNIFYING
GLASS
FOR SHRINKING
PORTIONS**

ARTIST & WRITER:
AL JAFFEE

A>B

A MAD PEEK THROUGH FRANK PERDUE'S KEYHOLE



PHOTOGRAPHY BY TONY GARCIA